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杉杉品牌運營股份有限公司
Shanshan Brand Management Co., Ltd.

(A joint stock company incorporated in the People's Republic of China with limited liability)
(Stock Code: 1749)

**POLL RESULTS OF THE RESOLUTIONS PASSED
AT THE 2020 SECOND EXTRAORDINARY GENERAL MEETING
AND THE 2020 SECOND CLASS MEETINGS; AND
APPOINTMENT OF DIRECTORS**

References are made to: (i) the notice of 2020 second extraordinary general meeting (the “**2020 Second EGM**”); (ii) the notices of 2020 second H shareholders’ class meeting and 2020 second domestic shareholders’ class meeting (collectively, the “**2020 Second Class Meetings**”); and (iii) the circular (the “**Circular**”), all dated 6 July 2020 of Shanshan Brand Management Co., Ltd. (the “**Company**”). Unless the context requires otherwise, terms used herein shall have the same meanings as those defined in the said documents.

The Board announces that the Company held the 2020 Second EGM and the 2020 Second Class Meetings at Conference Room, Third floor of Building B1, Shanshan New Energy Base, 238 Yunlin Middle Road, Wangchun Industrial Park, Ningbo, Zhejiang Province, the PRC on Friday, 21 August 2020. All the proposed resolutions set out in the respective notices of the 2020 Second EGM and the 2020 Second Class Meetings dated 6 July 2020 were duly passed by way of poll at the 2020 Second EGM and the 2020 Second Class Meetings.

The 2020 Second EGM and the 2020 Second Class Meetings were legally and validly convened in compliance with the laws and regulations of the PRC, including the Company Law of the PRC, and the requirements of the Articles of Association. Mr. Luo Yefei, the chairman of the Company, chaired the 2020 Second EGM and the 2020 Second Class Meetings.

The Company’s H share registrar in Hong Kong, Tricor Investor Services Limited, was appointed and acted as the scrutineer for the vote-taking at the 2020 Second EGM and the 2020 Second Class Meetings.

I. POLL RESULTS OF THE 2020 SECOND EGM

As at the date of the 2020 Second EGM, there were 133,400,000 issued Shares, of which 100,000,000 Shares were Domestic Shares and 33,400,000 Shares were H Shares, being the total number of Shares entitling the Shareholders to attend and vote on all resolutions proposed at the 2020 Second EGM. The Shareholders in attendance either in person, by authorised representatives or by proxy at the 2020 Second EGM held a total of 97,333,000 Shares, representing approximately 72.963% of the total issued Shares as of the date of 2020 Second EGM. There were no Shares entitling the Shareholders to attend but abstain from voting in favour at the 2020 Second EGM as set out in Rule 13.40 of the Listing Rules.

No Shareholder was required under the Listing Rules to abstain from voting on the resolutions proposed at the 2020 Second EGM. No person has indicated in the Circular his/her/its intention to abstain from voting on or vote against any of the resolutions proposed at the 2020 Second EGM.

The poll results are as follows:

Ordinary Resolutions		Number of Votes (%)		
		For	Against	Abstain
1.	To consider and approve the appointment of Ms. Zhao Chunxiang as a NED.	97,333,000 (100%)	0 (0%)	0 (0%)
2.	To consider and approve the appointment of Ms. Zhou Yumei as a NED.	97,333,000 (100%)	0 (0%)	0 (0%)
3.	To consider and approve the appointment of Mr. Zheng Shijie as a NED.	97,333,000 (100%)	0 (0%)	0 (0%)
Special Resolution				
4.	To consider and approve the proposed amendments to the Articles of Association as set out in Appendix II to the Circular.	97,333,000 (100%)	0 (0%)	0 (0%)

As the above resolutions numbered 1 to 3 were voted favourably by more than half of the votes attaching to the Shares entitled to vote and held by the Shareholders, present in person, by authorised representative or by proxy, at the 2020 Second EGM, these resolutions were duly passed as ordinary resolutions.

As the above resolution numbered 4 was voted favourably by more than two-thirds of the votes attaching to the Shares entitled to vote and held by the Shareholders, present in person, by authorised representative or by proxy, at the 2020 Second EGM, this resolution was duly passed as a special resolution.

II. POLL RESULTS OF THE 2020 SECOND H SHAREHOLDERS' CLASS MEETING

As at 21 August 2020, there were 33,400,000 issued H Shares entitling the H Shareholders to attend and vote on the resolution proposed at the 2020 Second H Shareholders' Class Meeting. The H Shareholders in attendance either in person, by authorised representative or by proxy at the 2020 Second H Shareholders' Class Meeting held a total of 1,000 H Shares, representing approximately 0.003% of the total issued H Shares as of the date of the 2020 Second H Shareholders' Class Meeting. There were no H Shares entitling the H Shareholders to attend but abstain from voting in favour at the 2020 Second H Shareholders' Class Meeting as set out in Rule 13.40 of the Listing Rules. No H Shareholder was required under the Listing Rules to abstain from voting on the resolution proposed at the 2020 Second H Shareholders' Class Meeting. No person has indicated in the Circular his/her/its intention to abstain from voting on or vote against the resolution proposed at the 2020 Second H Shareholders' Class Meeting.

The poll results of the 2020 Second H Shareholders' Class Meeting are as follows:

Special Resolution		Number of Votes (%)		
		For	Against	Abstain
1.	To consider and approve the proposed amendments to the Articles of Association as set out in Appendix II to the Circular.	1,000 (100%)	0 (0%)	0 (0%)

As the above resolution was voted favourably by more than two-thirds of the votes attaching to the H Shares entitled to vote and held by the H Shareholders, present in person, by authorised representative or by proxy, at the 2020 Second H Shareholders' Class Meeting, this resolution was duly passed as a special resolution.

III. POLL RESULTS OF THE 2020 SECOND DOMESTIC SHAREHOLDERS' CLASS MEETING

As at 21 August 2020, there were 100,000,000 issued Domestic Shares entitling the Domestic Shareholders to attend and vote on the resolution proposed at the 2020 Second Domestic Shareholders' Class Meeting. The Domestic Shareholders in attendance either in person, by authorised representatives or by proxy at the 2020 Second Domestic Shareholders' Class Meeting held a total of 97,332,000 Domestic Shares, representing 97.332% of the total issued Domestic Shares as of the date of the 2020 Second Domestic Shareholders' Class Meeting. There were no Domestic Shares entitling the Domestic Shareholders to attend but abstain from voting in favour at the 2020 Second Domestic Shareholders' Class Meeting as set out in Rule 13.40 of the Listing Rules. No Domestic Shareholder was required under the Listing Rules to abstain from voting on the resolution proposed at the 2020 Second Domestic Shareholders' Class Meeting. No person has indicated in the Circular his/her/its intention to abstain from voting on or vote against the resolution proposed at the 2020 Second Domestic Shareholders' Class Meeting.

The poll results of the 2020 Second Domestic Shareholders' Class Meeting are as follows:

Special Resolution		Number of Votes (%)		
		For	Against	Abstain
1.	To consider and approve the proposed amendments to the Articles of Association as set out in Appendix II to the Circular.	97,332,000 (100%)	0 (0%)	0 (0%)

As the above resolution was voted favourably by more than two-thirds of the votes attaching to the Domestic Shares entitled to vote and held by the Domestic Shareholders, present in person, by authorised representative or by proxy, at the 2020 Second Domestic Shareholders' Class Meeting, this resolution was duly passed as a special resolution.

IV. APPOINTMENT OF DIRECTORS

Upon the approval by the Shareholders at the 2020 Second EGM, the Board is pleased to announce that Ms. Zhao Chunxiang (“**Ms. Zhao**”), Ms. Zhou Yumei (“**Ms. Zhou**”) and Mr. Zheng Shijie (“**Mr. Zheng**”) have been appointed as NEDs for the second session of the Board at the 2020 Second EGM with effect from 21 August 2020 until the expiration of the term of the second session of the Board.

Please refer to the Circular and the announcement of the Company dated 29 June 2020 for the biographical details of Ms. Zhao, Ms. Zhou and Mr. Zheng and other information disclosed as required by Rule 13.51(2) of the Listing Rules. As at the date of this announcement, there has been no change of such information.

The Board would like to express its warm welcome to Ms. Zhao, Ms. Zhou and Mr. Zheng for joining the Board.

V. AMENDMENTS TO THE ARTICLES OF ASSOCIATION

The proposed amendments to the Articles of Association as set out in the Circular have been approved at the 2020 Second EGM and the 2020 Second Class Meetings by way of a special resolution and have become effective on 21 August 2020. The full text of the revised Articles of Association will be published on the websites of the Stock Exchange and the Company in due course.

By Order of the Board
Shanshan Brand Management Co., Ltd.
Luo Yefei
Chairman

Ningbo, the PRC, 21 August 2020

As at the date of this announcement, the executive Directors are Mr. Luo Yefei, Mr. Cao Yang and Ms. Yan Jingfen; the non-executive Directors are Ms. Zhao Chunxiang, Ms. Zhou Yumei and Mr. Zheng Shijie; and the independent non-executive Directors are Mr. Au Yeung Po Fung, Mr. Wang Yashan and Mr. Wu Xuekai.

In case of any inconsistency between the English and Chinese versions, the English text of this announcement shall prevail over the Chinese text.