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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 2021 ANNUAL GENERAL MEETING AND
THE 2021 FIRST CLASS MEETINGS; AND
CHANGE OF DIRECTORS AND
COMPOSITION OF THE AUDIT COMMITTEE**

References are made to (i) the notice of 2021 annual general meeting (the “**2021 AGM**” and the “**2021 AGM Notice**”, respectively), the notices of 2021 first H shareholders’ class meeting and 2021 first domestic shareholders’ class meeting (collectively, the “**2021 First Class Meetings**”) and the circular (the “**Circular**”) all dated 19 April 2021; and (ii) the supplemental notice of 2021 AGM dated 7 May 2021 (the “**Supplemental AGM Notice**”) of Shanshan Brand Management Co., Ltd. (the “**Company**”). Unless the context requires otherwise, terms used herein shall have the same respective meanings as those defined in the said documents.

The Board announces that the Company held the 2021 AGM and the 2021 First 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, 4 June 2021. All the proposed resolutions set out in the respective notices of the 2021 AGM and the 2021 First Class Meetings dated 19 April 2021 and the Supplemental AGM Notice were duly passed by way of poll at the 2021 AGM and the 2021 First Class Meetings.

The 2021 AGM and the 2021 First 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. Cao Yang, an executive Director, chaired the 2021 AGM and the 2021 First Class Meetings.

The Company’s H share registrar in Hong Kong, Boardroom Share Registrars (HK) Limited, was appointed and acted as the scrutineer for the vote-taking at the 2021 AGM and the 2021 First Class Meetings.

I. POLL RESULTS OF THE 2021 AGM

As at the date of the 2021 AGM, 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 2021 AGM. The Shareholders in attendance either in person, by authorised representatives or by proxy at the 2021 AGM held a total of 97,335,000 Shares, representing approximately 72.965% of the total issued Shares as of the date of 2021 AGM. There were no Shares entitling the Shareholders to attend but abstain from voting in favour at the 2021 AGM 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 2021 AGM. No person has indicated in the Circular regarding his/her/its intention to abstain from voting on or vote against any of the resolutions proposed at the 2021 AGM.

The poll results are as follows:

| Ordinary Resolutions | | Number of Votes (%) | | |
|----------------------|---|----------------------|-----------|-----------|
| | | For | Against | Abstain |
| 1. | To consider and approve the work report of the Board for the year ended 31 December 2020. | 97,335,000 (100%) | 0 (0%) | 0 (0%) |
| 2. | To consider and approve the work report of the supervisory committee of the Company for the year ended 31 December 2020. | 97,335,000 (100%) | 0 (0%) | 0 (0%) |
| 3. | To consider and approve the audited consolidated financial statements and report of the independent auditor of the Company for the year ended 31 December 2020. | 97,335,000 (100%) | 0 (0%) | 0 (0%) |
| 4. | To re-appoint BDO Limited and BDO China Shu Lun Pan Certified Public Accountants LLP as the international auditor and the domestic auditor of the Company for the year 2021, respectively, to hold office until the conclusion of the next annual general meeting of the Company and to authorise the Board to determine their remunerations for the year 2021. | 97,335,000 (100%) | 0 (0%) | 0 (0%) |

| Ordinary Resolutions | | Number of Votes (%) | | |
|-----------------------------|--|----------------------|-----------|-----------|
| | | For | Against | Abstain |
| 5. | To consider and approve the proposal of not distributing the Company's profit for the year ended 31 December 2020. | 97,335,000 (100%) | 0 (0%) | 0 (0%) |
| Special Resolutions* | | | | |
| 6. | To consider and approve the authorisation of a general mandate to the Board to repurchase H Shares. | 97,335,000 (100%) | 0 (0%) | 0 (0%) |
| 7. | To consider and approve the authorisation of a general mandate to the Board to issue Shares. | 97,335,000 (100%) | 0 (0%) | 0 (0%) |
| Ordinary Resolutions | | | | |
| 8A. | To consider and approve the appointment of Mr. Chow Ching Ning as an independent non-executive Director and authorise the Board to fix his remuneration. | 97,335,000 (100%) | 0 (0%) | 0 (0%) |
| 8. | To consider and approve the proposals (if any) put forward at the general meeting by Shareholder(s) holding 3% or more of the Shares carrying the right to vote thereat. | N/A | N/A | N/A |

* The full text of the proposed resolutions were set out in the 2021 AGM Notice.

As the above resolutions numbered 1 to 5 and 8A 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 2021 AGM, these resolutions were duly passed as ordinary resolutions.

As the above resolutions numbered 6 and 7 were 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 2021 AGM, these resolutions were duly passed as special resolutions.

II. POLL RESULTS OF THE 2021 FIRST H SHAREHOLDERS' CLASS MEETING

As at 4 June 2021, there were 33,400,000 issued H Shares entitling the H Shareholders to attend and vote on the resolution proposed at the 2021 First H Shareholders' Class Meeting. The H Shareholders in attendance either in person, by authorised representative or by proxy at the 2021 First H Shareholders' Class Meeting held a total of 3,000 H Shares, representing approximately 0.009% of the total issued H Shares as of the date of the 2021 First H Shareholders' Class Meeting. There were no H Shares entitling the H Shareholders to attend but abstain from voting in favour at the 2021 First 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 2021 First H Shareholders' Class Meeting. No person has indicated in the Circular regarding his/her/its intention to abstain from voting on or vote against the resolution proposed at the 2021 First H Shareholders' Class Meeting.

The poll results of the 2021 First H Shareholders' Class Meeting are as follows:

| Special Resolution | Number of Votes (%) | | |
|--|---------------------|-----------|-----------|
| | For | Against | Abstain |
| To consider and approve the authorisation of a general mandate to the Board to repurchase H Shares.* | 3,000 (100%) | 0 (0%) | 0 (0%) |

* *The full text of the proposed resolution was set out in the notice of the 2021 First H Shareholders' Class Meeting.*

As the above special 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 2021 First H Shareholders' Class Meeting, this resolution was duly passed as a special resolution.

III. POLL RESULTS OF THE 2021 FIRST DOMESTIC SHAREHOLDERS' CLASS MEETING

As at 4 June 2021, there were 100,000,000 issued Domestic Shares entitling the Domestic Shareholders to attend and vote on the resolution proposed at the 2021 First Domestic Shareholders' Class Meeting. The Domestic Shareholders in attendance either in person, by authorised representatives or by proxy at the 2021 First 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 2021 First Domestic Shareholders' Class Meeting. There were no Domestic Shares entitling the Domestic Shareholders to attend but abstain from voting in favour at the 2021 First 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 2021 First Domestic Shareholders' Class Meeting. No person has indicated in the Circular regarding his/her/its intention to abstain from voting on or vote against the resolution proposed at the 2021 First Domestic Shareholders' Class Meeting.

The poll results of the 2021 First Domestic Shareholders' Class Meeting are as follows:

| Special Resolution | Number of Votes (%) | | |
|--|----------------------|-----------|-----------|
| | For | Against | Abstain |
| To consider and approve the authorisation of a general mandate to the Board to repurchase H Shares.* | 97,332,000 (100%) | 0 (0%) | 0 (0%) |

* *The full text of the proposed resolution was set out in the notice of the 2021 First Domestic Shareholders' Class Meeting.*

As the above special 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 2021 First Domestic Shareholders' Class Meeting, this resolution was duly passed as a special resolution.

IV. APPOINTMENT OF DIRECTOR

Upon the approval by the Shareholders at the 2021 AGM, the Board is pleased to announce that Mr. Chow Ching Ning ("**Mr. Chow**") has been appointed as an independent non-executive Director (the "**INED**") for the second session of the Board at the 2021 AGM with effect from 4 June 2021 until the expiration of the term of the second session of the Board.

The biographical details of Mr. Chow and other information disclosed as required by Rule 13.51(2) of the Listing Rules are set out in the announcement of the Company dated 6 May 2021 and the Supplemental AGM Notice. As at the date of this announcement, there has been no change of such information.

In addition, the resignation of Mr. Au Yeung Po Fung ("**Mr. Au Yeung**") as an INED of the second session of the Board and cessation of a member and the chairman of the audit committee of the Board (the "**Audit Committee**") became effective immediately.

V. CHANGE IN COMPOSITION OF BOARD COMMITTEE

The Board hereby announces that Mr. Chow has been appointed as a member and the chairman of the Audit Committee for a term commencing on 4 June 2021 until the expiration of the term of the second session of the Board.

VI. APPRECIATION AND WELCOME

The Board would like to express its sincere appreciation to Mr. Au Yeung for his valuable contribution to the Company during his tenure of office and welcome Mr. Chow for joining the Board.

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

Ningbo, the PRC, 4 June 2021

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. Chow Ching Ning, 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.