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Under our weighted voting rights structure, our share capital comprises Class A ordinary shares and Class B ordinary shares. Each Class A ordinary share entitles the holder to exercise one vote, and each Class B ordinary share entitles the holder to exercise ten votes, respectively, on any resolution tabled at our general meetings, except as may otherwise be required by law or provided for in our memorandum and articles of association. Shareholders and prospective investors should be aware of the potential risks of investing in a company with a weighted voting rights structure. Our American depositary shares, each representing three of our Class A ordinary shares, are listed on the Nasdaq Global Select Market in the United States under the symbol BZUN.



Baozun Inc.
寶尊電商有限公司*

(A company controlled through weighted voting rights and incorporated in the Cayman Islands with limited liability)
(Stock Code: 9991)

RESULTS OF ANNUAL GENERAL MEETING

Baozun Inc. (the “**Company**”) hereby announces that all the proposed resolutions as set out in our notice of the annual general meeting (the “**AGM**”) dated May 27, 2022 were duly passed at the AGM held on June 27, 2022.

Attached hereto as is the full text of the press release issued by the Company on June 27, 2022 announcing the results of the AGM.

By order of the Board
Baozun Inc.
Vincent Wenbin Qiu
Chairman

Hong Kong, June 27, 2022

As at the date of this announcement, our board of directors comprises Mr. Vincent Wenbin Qiu as the chairman, Mr. Junhua Wu, Mr. Satoshi Okada and Ms. Yang Liu as directors, and Mr. Yiu Pong Chan, Ms. Bin Yu, Mr. Steve Hsien-Chieng Hsia and Mr. Benjamin Changqing Ye as independent directors.

* for identification purposes only

Baozun Announces Shareholder Resolutions Adopted at 2022 Annual General Meeting of Shareholders

SHANGHAI, CHINA – June 27, 2022 – Baozun Inc. (NASDAQ: BZUN and HKEX: 9991) (“**Baozun**” or the “**Company**”), the leading brand e-commerce service partner that helps brands execute their e-commerce strategies in China, announced today that the following shareholder resolutions were adopted and passed at its annual general meeting of shareholders held on June 27, 2022 in Singapore:

1. **BY WAY OF AN ORDINARY RESOLUTION**, that the appointment of Deloitte Touche Tohmatsu Certified Public Accountants LLP and Deloitte Touche Tohmatsu as the Company’s independent registered public accounting firm and the Company’s independent auditor, respectively, to audit the Company’s consolidated financial statements to be filed with the U.S. Securities and Exchange Commission and The Stock Exchange of Hong Kong Limited, respectively, for the year ending December 31, 2022 and the authorization for the directors of the Company to determine the remuneration of the Company’s independent registered public accounting firm and the Company’s independent auditor be authorized, approved and ratified;
2. **BY WAY OF AN ORDINARY RESOLUTION**, that Ms. Yang Liu be re-elected as a director of the Company; and
3. **BY WAY OF AN ORDINARY RESOLUTION**, that subject to the approval of resolutions 1 – 2 above, each director or officer of the Company be authorized to take any and every action that might be necessary, appropriate or desirable to effect resolutions 1 – 2 as such director or officer, in his or her absolute discretion, thinks fit.

About Baozun Inc.

Baozun Inc. is the leader and a pioneer in the brand e-commerce service industry in China. Baozun empowers a broad and diverse range of brands to grow and succeed by leveraging its end-to-end e-commerce service capabilities, omni-channel coverage and technology-driven solutions. Its integrated one-stop solutions address all core aspects of the e-commerce operations covering IT solutions, online store operations, digital marketing, customer services, and warehousing and fulfillment.

For more information, please visit <http://ir.baozun.com>.

For investor and media inquiries, please contact:

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