

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

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 RESULT OF THE RESOLUTION PASSED
AT THE FIRST EXTRAORDINARY GENERAL MEETING FOR 2023**

References are made to the notice (the “**EGM Notice**”) of the first extraordinary general meeting for 2023 (the “**2023 First EGM**”) and the circular (the “**Circular**”) of Shanshan Brand Management Co., Ltd. (the “**Company**”), both dated 2 December 2023. Unless the context otherwise requires, capitalised terms used herein shall have the same meanings as those defined in the Circular.

The Board announces that the Company held the 2023 First EGM 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, 22 December 2023. The proposed resolution set out in the EGM Notice (the “**Resolution**”) was duly passed by the Shareholders by way of poll at the 2023 First EGM.

The 2023 First EGM was 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 2023 First EGM.

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 2023 First EGM.

All the Directors attended the 2023 First EGM in person or by electronic means.

POLL RESULT OF THE 2023 FIRST EGM

As at the date of the 2023 First 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 the Resolution proposed at the 2023 First EGM. The Shareholders in attendance either in person, by authorised representatives or by proxy at the 2023 First EGM held a total of 97,334,000 Shares, representing approximately 72.964% of the total issued Shares as of the date of the 2023 First EGM. There were no Shares entitling the Shareholders to attend but abstain from voting in favour at the 2023 First 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 Resolution proposed at the 2023 First EGM. No person has indicated in the Circular containing the EGM Notice his/her/its intention to abstain from voting on or vote against any of the Resolution proposed at the 2023 First EGM.

The poll result was as follows:

Ordinary Resolution		Number of Votes (%)		
		For	Against	Abstain
1.	(a) the land use rights grant contract (the “ Land Use Rights Grant Contract ”) anticipated to be entered into between the Company and the Ningbo Natural Resources and Planning Bureau* (寧波市自然資源和規劃局) in relation to the acquisition of the land use rights of the parcel of the land with a total land area of 28,656 sq.m. (i.e. approximately 43 mu) located in Wangchun Industrial Park, Haishu District, Ningbo City, Zhejiang Province, the PRC (寧波市海曙區望春工業園區) (the “ Land ”) for RMB40,118,400 and the transactions contemplated thereunder, be and are hereby approved and confirmed;	97,334,000 (100%)	0 (0%)	0 (0%)

Ordinary Resolution		Number of Votes (%)		
		For	Against	Abstain
1.	<p>(b) the standard investment and construction agreement of Haishu District enterprise investment industrial project (the “Investment Agreement”) anticipated to be entered into by the Company and Ningbo Wangchun Industrial Park Committee* (寧波望春工業園區管理委員會) in relation to the proposed investment by the Company and its subsidiaries to construct a comprehensive building with a product research and development center therein, a high-end digital intelligent manufacturing plant and a digital intelligent warehouse for its formal and business casual menswear on the Land and the transactions contemplated thereunder, be and are hereby approved and confirmed;</p> <p>(c) the board of directors of the Company be and is hereby authorized to formulate and implement the project plan in relation to the development of the Land with an estimated budget of approximately RMB280 million (including the cost of the Land); and</p> <p>(d) any one or more of the directors of the Company be and is/are hereby authorized for and on behalf of the Company to sign, execute, perfect, deliver and do all such documents, deeds, acts, matters and things, as the case may be, as they may in their discretion consider necessary, desirable or expedient to carry and implement the Land Use Rights Grant Contract and the Investment Agreement and all the transactions contemplated thereunder.</p>			

As the above Resolution was 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 2023 First EGM, the Resolution was duly passed as ordinary resolution.

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

Ningbo, the PRC, 22 December 2023

As at the date of this announcement, the executive Directors are Mr. Luo Yefei, Mr. Cao Yang, Ms. Yan Jingfen and Ms. Zhou Yumei; the non-executive Directors are Mr. Du Peng and Mr. Shen Jinxin; 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.