# 杉杉品牌运营股份有限公司 Shanshan Brand Management Co., Ltd.

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

(Stock Code: 1749)

Dear Registered Shareholders,

#### **Mandatory Electronic Dissemination of Corporate Communications**

Pursuant to the amended Rules 2.07A and 2.07B of the Main Board Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") effective on 31 December 2023 and the Articles of Association of Shanshan Brand Management Co., Ltd. (the "Company"), the Company will disseminate future corporate communications, including but not limited to: (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; (f) a proxy form; and (g) a reply slip (the "Corporate Communications") to you by electronic mean through the Company's website at <a href="www.chinafirs.com">www.chinafirs.com</a> and the website of The Stock Exchange of Hong Kong Limited (the "HKEx's website") at <a href="www.hkexnews.hk">www.hkexnews.hk</a> (the "Website Version").

In order to provide your electronic contact details for future communication, please fill in your details in the enclosed reply form (the "**Reply Form**"), sign and return it by post to the Company c/o the H share registrar of the Company, Boardroom Share Registrars (HK) Limited ("**the** "**H Share Registrar**") at 2103B, 21/F, 148 Electric Road, North Point, Hong Kong using the address label printed on the Reply Form or by email to <a href="mailto:ecomhk@boardroomlimited.com">ecomhk@boardroomlimited.com</a>. If you post your Reply Form within Hong Kong, you may use the prepaid mailing label on the Reply Form without affixing a stamp when returning your Reply Form. Otherwise, please affix an appropriate stamp.

To support environmental protection and enhance efficient communication with you, the Company encourages you to access the Corporate Communications through the Company's or HKEx's website in place of receiving printed copies by mail. If the Company does not receive the duly completed and signed Reply Form or any response in writing indicating any objection to access the Corporate Communications by electronic means through the Company's or HKEx's website, you are regarded to have consented to receive the Website Version for all the future Corporate Communications. The Company will not send a notice of publication of the Website Version of Corporate Communications to you. You are encouraged to proactively monitor the availability of all future Corporate Communications on the websites and access the Website Version of Corporate Communications by themselves.

#### Please note that:

- (1) both printed copies of the English and Chinese versions of the Corporate Communications will be available from the Company or the H Share Registrar upon request; and
- for actionable Corporate Communications which seek instructions from you on how you wish to exercise your rights or make an election as a shareholder of the Company, including but not limited to, (a) election forms in connection with a dividend payment, (b) excess application forms in connection with a rights issue or open offer, (c) applications forms for assured entitlement under an open offer, (d) acceptance forms in connection with takeovers, mergers and share buy-backs, and (e) provisional allotment letters in connection with a rights issue (the "Actionable Corporate Communications"), the Company will send it to you individually and in electronic form if email address has been provided to the Company. If no email address is given by you or the email address provided is not functional, the Company will send you a printed copy of the Actionable Corporate Communication by post at your address as it appears in the Company's register of members. The Company will be considered to have complied with the Listing Rules if it sends Actionable Corporate Communications to the email address provided by you without receiving any "non-delivery message".

You are entitled at any time by reasonable notice in writing to the Company c/o the H Share Registrar or by email to <a href="mailto:ecombk@boardroomlimited.com">ecombk@boardroomlimited.com</a> to request for a hard copy of the Corporate Communication, the Company will send the printed version of the Corporate Communications to you free of charge as soon as possible upon your notice. Please note that the request for printed copy of Corporate Communications and Actionable Corporate Communications will be valid for one year from the date of request unless being revoked or superseded (whichever is earlier).

Should you have any queries relating to the above matters, please call the H Share Registrar's telephone hotline at (852) 2153 1688 during business hours from 9:00 a.m. to 5:00 p.m. from Mondays to Fridays, excluding Saturdays, Sunday and Hong Kong public holidays.

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

# 杉杉品牌運營股份有限公司

### Shanshan Brand Management Co., Ltd.

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	Reply Form
To: c/o	Shanshan Brand Management Co., Ltd. (the "Company") Boardroom Share Registrars (HK) Limited (the "H Share Registrar") 2103B, 21/F, 148 Electric Road, North Point, Hong Kong
Part	
	would like to receive all future Corporate Communications of the Company in the manner indicated below:
	ise check "X" ONLY ONE box below)
`	o access all future Corporate Communications by electronic means through the Company's website in place of receiving printed copies by mail and to receive the future
	Actional Corporate Communications (if applicable) to my/our below email address below.
	terional corporate communications (if applicable) to my our below email address below.
	Please provide the email address in English Block Letters and the email address will solely be used for receiving the electronic form of Actionable Corporate Communications. If no email address
is	s given by you or the email address provided is not functional, the Company will send you a printed copy of the Actionable Corporate Communication by post at your address as it appears in the
C	Company's register of members.
•	selection of Part A and after providing your email address, you have expressly consented to waive the right to receive the Corporate immunications in printed form in future.
Part	В
	would like to receive all future Corporate Communications of the Company in the manner indicated below and noted that this instruction is valid only for one year
	ng from the receipt date of instruction:
	use check "X" ONLY ONE box below)
	n printed form in English ONLY; or
	n printed form in Chinese ONLY; or
□ i	n printed form in BOTH English and Chinese; or
	to cancel prior request(s), if any, of printed version(s) of all future Corporate Communications and Actionable Corporate Communications. I/We will refer
	o the Website Version to be published on the Company's website and the website of The Stock Exchange of Hong Kong Limited for all future Corporate
C	Communications or the electronic form of Actionable Corporate Communications to be received by email (as the case may be).
If yo	ou have selected in Part A, you are not required to select in Part B.
Name	
	(Please use ENGLISH BLOCK LETTERS)
Signa	ature Date
_	are required to fill in the details if you download this reply form from the Company's website.
Notes: 1. 2.	Please complete all your details clearly. We will be unable to notify you on future Corporate Communications by email if you provided non-functional electronic contact details.  If your shares are held in joint names, the shareholder whose name stands first on the register of members of the Company in respect of the joint holding should sign on this Reply Form in order to be valid.
3.	The request for printed copy shall be valid only for one year from the date of request unless being revoked or superseded (whichever is earlier). Further request in writing will be required if Shareholder
4.	prefers to continue receiving printed copy of future Corporate Communications and Actionable Corporate Communications.  You are entitled at any time by reasonable notice in writing to the Company c/o the H Share Registrar or by email to <a href="mailto:ecomhk@boardroomlimited.com">ecomhk@boardroomlimited.com</a> to request for a hard copy of the Corporate
5.	Communication, the Company will promptly upon your notice send the printed version of the Corporate Communications to you free of charge.  For the avoidance of doubt, we do not accept any special instructions written on this Reply Form.
6. 7.	If more than one email addresses are provided, the Company will only adopt the first email address as set out above.  For the details arrangement on Mandating Electronic Dissemination of Corporate Communications, please refer to the Company's notification letter dated 2 February 2024.
	PERSONAL INFORMATION COLLECTION STATEMENT
Compa disclos verific	PERSONAL INFORMATION COLLECTION STATEMENT  and Data" in this statement has the same meaning as "personal data" in the Personal Data (Privacy) Ordinance, Chapter 486 of the Laws of Hong Kong ("PDPO"). Your supply of Personal Data to the any is on a voluntary basis. Failure to provide the Personal Data may result in the Company being unable to process your instructions and/or requests given on this form. Your Personal Data will not be sed or transferred to any party outside the Company or its H share registrar in Hong Kong unless it is required by law, and will be retained for such period as may be necessary for our record and cation purposes. You have the right to request for access to and/or correction of your Personal Data in accordance with the provisions of the PDPO. Any such request for access to and/or correction of your half be made in writing to the Personal Data Privacy Officer of Boardroom Share Registrars (HK) Limited at 2103B, 21/F, 148 Electric Road, North Point, Hong Kong.

Please cut the mailing label and stick this on the envelope to return this Reply Form to us.

No postage stamp necessary if posted in Hong Kong.

### MAILING LABEL

寶德隆證券登記有限公司 Boardroom Share Registrars (HK) Limited 簡便回郵號碼 Freepost No. 37 WCH 香港 Hong Kong