

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)

REPLY SLIP FOR 2020 ANNUAL GENERAL MEETING

To: Shanshan Brand Management Co., Ltd. (the “Company”)

I/We, ^(Note 1) _____ (Chinese name(s)),

_____ (English name(s))

of _____

(address as shown in the register of members) being the registered holder(s)

of ^(Note 2) _____

domestic share(s)/H share(s) ^(Note 3) of RMB1.00 each in the capital of the Company, hereby inform the Company that I/we intend to attend (in person or by proxy) the 2020 annual general meeting of the Company to be held at Conference Room, Third floor of Building B1, Shanshan New Energy Base, 238 Yunlin Middle Road, Wangchun Industrial Park, Ningbo, Zhejiang Province, the People's Republic of China (the “PRC”) at 10:00 a.m. on Friday, 5 June 2020.

Date: _____

Signature of Shareholder(s): _____

Notes:

1. Please insert full name(s) (in Chinese or English) and registered address(es) (as shown on the register of members) in **BLOCK LETTERS**.
2. Please insert the number of domestic shares or H shares registered under your name(s). If no number is inserted, this reply slip will be deemed to relate to all shares in the capital of the Company registered in your name(s).
3. Please delete as appropriate.
4. H shareholders entitled to attend the above meeting are requested to deliver the reply slip for attendance to the Company by hand or by post to the Company's H share registrar, Tricor Investor Services Limited at Level 54, Hopewell Centre, 183 Queen's Road East, Hong Kong, or by fax (+852-2890-9350) on or before Saturday, 16 May 2020. Domestic Shareholders entitled to attend the above meeting are requested to deliver the reply slip for attendance to the Company by hand or by post to the Company's registered office address at the office of the Board of Directors, 238 Yunlin Middle Road, Wangchun Industrial Park, Ningbo, Zhejiang Province, the PRC or by fax (+86-574-8832-3880) on or before Saturday, 16 May 2020.