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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 2020 ANNUAL GENERAL MEETING AND
CLASS MEETINGS**

Reference is made to the notice of 2020 annual general meeting (the “**2020 AGM**” and the “**2020 AGM Notice**”, respectively), the notices of 2020 first H shareholders’ class meeting and 2020 first domestic shareholders’ class meeting (collectively, the “**Class Meetings**”) and the circular (the “**Circular**”) all dated 20 April 2020 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 2020 AGM and the 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, 5 June 2020. All the proposed resolutions set out in the respective notices of the 2020 AGM and the Class Meetings dated 20 April 2020 were duly passed by way of poll at the 2020 AGM and the Class Meetings.

I. POLL RESULTS OF THE 2020 AGM

The Board announces that the 2020 AGM was duly held 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, 5 June 2020 at 10:00 a.m., at which all the proposed resolutions set out in the 2020 AGM Notice were duly passed by the Shareholders as ordinary and special resolutions (as applicable) by way of poll.

As at the date of the 2020 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 2020 AGM. There were no Shares entitling the Shareholders to attend but abstain from voting in favour at the 2020 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 2020 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 2020 AGM. The H Shareholders in attendance either in person, by authorised representative or by proxy at the 2020 AGM held a total of 1,000 H Shares, representing approximately 0.003% of the total issued H Shares of the Company as of the date of the 2020 AGM.

The 2020 AGM 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. Cao Yang, an executive Director, chaired the 2020 AGM.

The Company's H share registrar in Hong Kong, Tricor Investor Services Limited, was appointed and acted as the scrutineer for the vote-taking at the 2020 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 2019.	100,001,000 (100%)	0 (0%)	0 (0%)
2.	To consider and approve the work report of the Supervisory Committee for the year ended 31 December 2019.	100,001,000 (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 2019.	100,001,000 (100%)	0 (0%)	0 (0%)

Ordinary Resolutions		Number of Votes (%)		
		For	Against	Abstain
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 2020, 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 2020.	100,001,000 (100%)	0 (0%)	0 (0%)
5.	To consider and approve the proposal of not distributing the Company's profit for the year ended 31 December 2019.	100,001,000 (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.	100,001,000 (100%)	0 (0%)	0 (0%)
7.	To consider and approve the authorisation of a general mandate to the Board to issue Shares.	100,001,000 (100%)	0 (0%)	0 (0%)
Ordinary Resolution				
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 2020 AGM Notice as contained in the Circular.

As the above resolutions numbered 1 to 5 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 2020 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 2020 AGM, these resolutions were duly passed as special resolutions.

II. POLL RESULTS OF THE 2020 FIRST H SHAREHOLDERS' CLASS MEETING (THE "FIRST H SHAREHOLDERS' CLASS MEETING")

The Board announces that the First H Shareholders' Class Meeting was duly held at Conference Room, Third floor of Building B1, Shanshan New Energy Base, 238 Yunlin Middle Road, Wangchun Industrial Park, Ningbo, Zhejiang Province, the PRC, immediately following the conclusion of the 2020 AGM held on Friday, 5 June 2020, at which the proposed resolution as set out in the notice of the First H Shareholders' Class Meeting dated 20 April 2020 (the "**First H Shareholders' Class Meeting Notice**") was duly passed by the H Shareholders by way of poll.

As at 5 June 2020, there were 33,400,000 issued H Shares entitling the H Shareholders to attend and vote on the resolution proposed at the First H Shareholders' Class Meeting. There were no H Shares entitling the H Shareholders to attend but abstain from voting in favour at the 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 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 First H Shareholders' Class Meeting.

The First H Shareholders' Class Meeting was legally and validly convened in compliance with the laws and regulations of the PRC, including the Company Law of the PRC, and the requirement of the Articles of Association. Mr. Cao Yang, an executive Director, chaired the First H Shareholders' Class Meeting.

The Company's H share registrar in Hong Kong, Tricor Investor Services Limited, was appointed and acted as the scrutineer for the vote-taking at the First H Shareholders' Class Meeting.

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

Special Resolution		Number of Votes (%)		
		For	Against	Abstain
1.	To consider and approve the authorisation of a general mandate to the Board to repurchase H Shares.*	1,000 (100%)	0 (0%)	0 (0%)

* The full text of the proposed resolution was set out in the First H Shareholders' Class Meeting Notice as contained in the Circular.

As the above resolution numbered 1 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 First H Shareholders' Class Meeting, this resolution was duly passed as a special resolution.

III. POLL RESULTS OF THE 2020 FIRST DOMESTIC SHAREHOLDERS' CLASS MEETING (THE "FIRST DOMESTIC SHAREHOLDERS' CLASS MEETING")

The Board announces that the First Domestic Shareholders' Class Meeting was duly held at Conference Room, Third floor of Building B1, Shanshan New Energy Base, 238 Yunlin Middle Road, Wangchun Industrial Park, Ningbo, Zhejiang Province, the PRC, immediately following the conclusion of the 2020 AGM and the First H Shareholders' Class Meeting held on Friday, 5 June 2020, at which the proposed resolution as set out in the notice of the First Domestic Shareholders' Class Meeting dated 20 April 2020 (the "**First Domestic Shareholders' Class Meeting Notice**") was duly passed by Domestic Shareholders by way of poll.

As at 5 June 2020, there were 100,000,000 issued Domestic Shares entitling the Domestic Shareholders to attend and vote on the resolution proposed at the First Domestic Shareholders' Class Meeting. There were no Domestic Shares entitling the Domestic Shareholders to attend but abstain from voting in favour at the 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 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 First Domestic Shareholders' Class Meeting.

The First Domestic Shareholders' Class Meeting 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. Cao Yang, an executive Director, chaired the First Domestic Shareholders' Class Meeting.

The Company's H share registrar in Hong Kong, Tricor Investor Services Limited, was appointed and acted as the scrutineer for the vote-taking at the First Domestic Shareholders' Class Meeting.

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

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

* The full text of the proposed resolution was set out in the First Domestic Shareholders' Class Meeting Notice as contained in the Circular.

As the above resolution numbered 1 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 First Domestic Shareholders' Class Meeting, this resolution was duly passed as a special resolution.

By Order of the Board
Shanshan Brand Management Co., Ltd.
Zhuang Wei
Chairman

Ningbo, the PRC, 5 June 2020

As at the date of this announcement, the executive Directors are Mr. Cao Yang, Mr. Luo Yefei and Ms. Yan Jingfen; the non-executive Directors are Mr. Zhuang Wei, Mr. Yang Feng and Ms. Hui Ying; and the independent non-executive Directors are Mr. Au Yeung Po Fung, 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.