

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 RESULTS OF THE RESOLUTION PASSED
AT THE FIRST EXTRAORDINARY GENERAL
MEETING FOR 2020**

Reference is made to the notice of the first extraordinary general meeting for 2020 dated 4 May 2020 (the “**2020 First EGM**” and the “**EGM Notice**”, respectively) and the circular (the “**Circular**”) dated 26 May 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 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 Monday, 22 June 2020. The proposed resolution set out in the EGM Notice was duly passed by way of poll at the 2020 First EGM.

POLL RESULTS OF THE 2020 FIRST EGM

The Board announces that the 2020 First EGM 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 Monday, 22 June 2020 at 10:00 a.m., at which the proposed resolution set out in the 2020 First EGM Notice was duly passed by the Shareholders as ordinary resolution by way of poll.

As at the date of the 2020 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 2020 First EGM. There were no Shares entitling the Shareholders to attend but abstain from voting in favour at the 2020 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 2020 First EGM. 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 2020 First EGM. The H Shareholders in attendance either in person, by authorised representative or by proxy at the 2020 First EGM 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 First EGM.

The 2020 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. Cao Yang, an executive Director, chaired the 2020 First EGM.

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 First EGM.

The poll results are as follows:

Ordinary Resolution		Number of Votes (%)		
		For	Against	Abstain
1(a)	the equity transfer agreement (the "Equity Transfer Agreement") dated 29 April 2020 between Ningbo Shanshan Fashion Brand Management Co., Ltd.* (寧波杉杉時尚服裝品牌管理有限公司), a wholly-owned subsidiary of the Company as the transferor and Ningbo Shanshan Rongguang Apparel Co., Ltd.* (寧波杉杉榮光服飾有限公司) as the transferee (a copy of which has been produced to the EGM marked "A" and signed by the chairman of the EGM for the purpose of identification) and the transactions contemplated thereunder, be and are hereby approved and confirmed; and	100,001,000 (100%)	0 (0%)	0 (0%)
(b)	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 Equity Transfer Agreement and all the transactions contemplated thereunder.			

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 2020 First EGM, the resolution was duly passed as ordinary resolution.

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

Ningbo, the PRC, 22 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.