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)

NOTICE OF 2020 SECOND EXTRAORDINARY GENERAL MEETING

NOTICE IS HEREBY GIVEN THAT the 2020 second extraordinary general meeting (the "**2020 Second EGM**") of Shanshan Brand Management Co., Ltd. (the "**Company**") will 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**") on Friday, 21 August 2020 at 10:00 a.m. for the purposes of considering the following resolutions:

AS ORDINARY RESOLUTIONS

1. To consider and approve the appointment of Ms. Zhao Chunxiang as a non-executive director of the Company (the "**NED**").

2. To consider and approve the appointment of Ms. Zhou Yumei as a NED.

3. To consider and approve the appointment of Mr. Zheng Shijie as a NED.

AS SPECIAL RESOLUTION

4. To consider and approve the proposed amendments to the articles of association of the Company as set out in Appendix II to the circular of the Company dated 6 July 2020.

By order of the Board
Shanshan Brand Management Co., Ltd.
Yan Jingfen
Executive Director and Joint Company Secretary

Ningbo, the PRC, 6 July 2020

Registered office:
238 Yunlin Middle Road, Wangchun Industrial Park
Ningbo, Zhejiang Province, the PRC

Principal place of business in Hong Kong:
31/F., 148 Electric Road, North Point, Hong Kong

Notes:

a. A member of the Company (the "**Member**") entitled to attend and vote at the 2020 Second EGM or its adjournment (as the case may be) is entitled to appoint one (or, if he/she/it holds two or more issued shares of RMB1.00 each in the Company (the "**Shares**") more than one), proxy to attend and vote, on a poll, in his stead in accordance with the Articles of Association. A proxy needs not be a Member.

b. A form of proxy for use at the 2020 Second EGM is enclosed. If you do not intend to attend the 2020 Second EGM in person, you are urged to complete and return the form of proxy in accordance with the instructions printed thereon as soon as possible. Completion and return of the form of proxy will not preclude you from attending and voting in person at the 2020 Second EGM or at its adjournments if you so wish. In the event that you attend the 2020 Second EGM after having returned the completed form of proxy, your form of proxy will be deemed to have been revoked.

c. In the case of holders of H Shares (the "**H Shareholders**") and to be valid, a form of proxy together with any power of attorney or other authority (if any) under which it is signed or a notarially certified copy of that power of attorney or authority must be deposited with the Company's H share registrar, Tricor Investor Services Limited at Level 54, Hopewell Centre, 183 Queen's Road East, Hong Kong, and in case of holders of Domestic Shares (the "**Domestic Shareholders**"), 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, not later than 24 hours before the time appointed for holding the 2020 Second EGM or its adjournment. Delivery of the form of proxy shall not preclude a Member from attending and voting in person at the 2020 Second EGM and, in such event, the instrument appointing a proxy shall be deemed to be revoked.

d. The register of Members will be closed from Wednesday, 22 July 2020 to Friday, 21 August 2020, both days inclusive, during which period no transfer of the H Shares or the Domestic Shares will be effected. In order to determine the list of Members who are qualified to attend and vote at the 2020 Second EGM, all transfer documents accompanied by the relevant share certificates must be lodged, in case of H Shareholders, with the Company's H share registrar and transfer office, Tricor Investor Services Limited at Level 54, Hopewell Centre, 183 Queen's Road East, Hong Kong, and in case of Domestic Shareholders, 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, no later than 4:30 p.m. on Tuesday, 21 July 2020.

e. In the case of joint registered holders of any Shares, any one of such joint registered holders may vote at the 2020 Second EGM, either in person or by proxy, in respect of such Shares as if he/she/it were solely entitled thereto; but should more than one of such joint registered holders be present at the 2020 Second EGM, either in person or by proxy, the vote of that one of them so present, whose name stands first on the register of members in respect of such Shares shall be accepted to the exclusion of the votes of the other joint registered holder(s).

f. If the H Shareholders intend to attend the 2020 Second EGM in person or by proxy, they shall complete the enclosed reply slip for the 2020 Second EGM and return it, 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 4:30 p.m. on Saturday, 1 August 2020.

g. If the Domestic Shareholders intend to attend the 2020 Second EGM in person or by proxy, they shall complete the enclosed reply slip for the 2020 Second EGM and return it, 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 4:30 p.m. on Saturday, 1 August 2020.

h. Unless otherwise specified herein, capitalized terms used in this notice shall have the same meaning as those defined in the circular of the Company dated 6 July 2020.

As at the date of this notice, the executive Directors are Mr. Cao Yang, Mr. Luo Yefei and Ms. Yan Jingfen; and the independent non-executive Directors are Mr. Au Yeung Po Fung, Mr. Wang Yashan and Mr. Wu Xuekai.

PRECAUTIONARY MEASURES FOR THE 2020 SECOND EGM

The Company will implement the following measures at the 2020 Second EGM, including:

- compulsory body temperature checks
- refusal of entry of those with a high temperature
- wearing of face masks throughout the 2020 Second EGM
- no distribution of corporate gifts and refreshments

Any person who does not comply with the precautionary measures will be denied entry into the 2020 Second EGM venue.