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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)

CHANGE OF H SHARE REGISTRAR AND TRANSFER OFFICE

The board of directors of Shanshan Brand Management Co., Ltd. (the “**Company**”) announces that with effect from 1 March 2021, the H share registrar and transfer office of the Company (the “**H Share Registrar**”) will be changed to:

Boardroom Share Registrars (HK) Limited
Room 2103B, 21/F.
148 Electric Road
North Point
Hong Kong

Telephone: (852) 2153 1688
Fax: (852) 3020 5058

Application for registration and transfer of shares of the Company should be lodged with Boardroom Share Registrars (HK) Limited with effect from 1 March 2021. Share certificates uncollected on 26 February 2021 shall be collected from the Company's new H Share Registrar from 1 March 2021.

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

Ningbo, the People's Republic of China, 2 December 2020

As at the date of this announcement, the executive Directors are Mr. Luo Yefei (Chairman), Mr. Cao Yang (Vice-Chairman) and Ms. Yan Jingfen; the non-executive Directors are Ms. Zhao Chunxiang, Ms. Zhou Yumei and Mr. Zheng Shijie; 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.