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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)

## END OF STABILIZATION PERIOD, STABILIZATION ACTIONS AND LAPSE OF OVER-ALLOTMENT OPTION

This announcement is made by the Company pursuant to section 9(2) of the Securities and Futures (Price Stabilizing) Rules (Chapter 571W of the Laws of Hong Kong).

### END OF STABILIZATION PERIOD

The Company announces that the stabilization period in connection with the Global Offering ended on Sunday, July 15, 2018, being the 30th day after the last day for lodging of applications under the Hong Kong Public Offering.

## STABILIZATION ACTIONS AND LAPSE OF THE OVER-ALLOTMENT OPTION

As there was no over-allocation in the International Placing, the Joint Global Coordinators (for themselves and on behalf of the International Underwriters) did not exercise the Over-allotment Option and no stabilization actions were carried out during the stabilization period in relation to the Global Offering. The Over-allotment Option lapsed on Sunday, July 15, 2018 and no H Shares were or will be issued under the Over-allotment Option.

The Directors confirm that the Company continues to comply with the public float requirement under Rule 8.08(1)(a) of the Listing Rules whereby at least 25% of the Company's total number of issued shares must at all times be held by the public.

On behalf of the Board of Directors  
**Shanshan Brand Management Co., Ltd.**  
**Zhuang Wei**  
*Chairman*

Ningbo, the PRC, July 15, 2018

*As of 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.*