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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)**

**DATE OF BOARD MEETING**

Shanshan Brand Management Co., Ltd. (the “**Company**”) announces that a meeting of the board of directors of the Company (the “**Directors**”) will be held on Tuesday, 19 March 2019 for the purposes of, among other matters, considering and approving the audited consolidated financial results of the Company and its subsidiaries for the year ended 31 December 2018 for publication, and considering the recommendation on the payment of a final dividend, if any.

For and on behalf of  
**Shanshan Brand Management Co., Ltd.**  
**Yan Jingfen**  
*Executive Director and Joint Company Secretary*

Hong Kong, 7 March 2019

*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 (Chairman), 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.*