

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) 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)

RE-APPOINTMENT OF EMPLOYEE REPRESENTATIVE SUPERVISOR

The board of directors (the “**Directors**” and the “**Board**”, respectively) of Shanshan Brand Management Co., Ltd.* (the “**Company**”) announces that at the employee representatives’ meeting of the Company held recently, Ms. Zhou Danna (“**Ms. Zhou**”) has been re-appointed as an employee representative supervisor for the second session of the supervisory committee of the Company (the “**Supervisory Committee**”) with effect from the conclusion of the annual general meeting of the Company to be held on 5 June 2019.

The biographical details of Ms. Zhou, the employee representative supervisor for the second session of the Supervisory Committee, are set out below:

Ms. Zhou Danna (周丹娜), aged 37, was appointed as the chairperson of the Supervisory Committee in May 2016. She joined the Group on 15 July 2013. She has over 12 years of experience in the apparel industry. Since July 2013, she was employed by our predecessor, Ningbo Shanshan Garment Brand Management Co., Ltd.* (寧波杉杉服裝品牌經營有限公司) as an assistant to the head of the general management department, and now by the Company, as the manager of administration office, where she is responsible for administrative matters. From July 2013 to September 2014, she successively served as an assistant to the head of the general management department and the deputy department head in Ningbo Shanshan Fashion Brand Management Co., Ltd.* (寧波杉杉時尚服裝品牌管理有限公司), where she was responsible for assisting the head of general management department in administrative matters. From March 2006 to July 2013, Ms. Zhou successively served as the secretary to the general manager, administration assistant and the head of the department in Ningbo Modun Garments Co., Ltd.* (寧波摩頓服裝有限公司) (formerly known as Ningbo Shanshan Modun Garments Co., Ltd.* (寧波杉杉摩頓服裝有限公司)), a company primarily engaged in the sales of garments, where she was responsible for assisting the general manager in daily administrative matters. Ms. Zhou obtained her bachelor’s degree in art design from Tianjin Polytechnic University (天津工業大學) in the People’s Republic of China (the “**PRC**”) in July 2006.

Save as disclosed above, Ms. Zhou does not hold any directorship in other listed companies in the last three years, or any other position in the Company or other members of the Group and does not have any interest in the shares or underlying shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance, Chapter 571 of the laws of Hong Kong nor any relationship with any director, supervisor, senior management, chief executive or substantial or controlling shareholder of the Company.

As at the date of this announcement, Ms. Zhou confirmed that she would comply with the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”) to the best of her ability.

The Company will enter into a service contract with Ms. Zhou in connection with her re-appointment above-mentioned, for a term of three years commencing on 5 June 2019 until the end of the second session of the Supervisory Committee. Ms. Zhou will not be entitled to receive any remuneration from the Company in respect of her service as the employee representative supervisor for the second session of the Supervisory Committee.

Save as disclosed above, the Board is not aware of any matters relating to the re-appointment of Ms. Zhou that need to be brought to the attention of the shareholders of the Company, nor is there any information required to be disclosed under Rule 13.51(2) (h) to (v) of the Listing Rules.

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

Ningbo, the PRC, 14 May 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, 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.

* For identification purposes only