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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)

ANNOUNCEMENT ELECTION OF EMPLOYEE DIRECTOR

References are made to the supplemental circular of Shanshan Brand Management Co., Ltd. (the “**Company**”) dated 20 May 2026 in relation to, among others, certain amendments to the articles of association of the Company (the “**Articles of Association**”) in relation to the abolition of the supervisory committee of the Company. The special resolution in relation to the amendments to the Articles of Association has been approved by the annual general meeting of the Company held on 8 June 2026. In accordance with the amended Articles of Association, the board (the “**Board**”) of directors (the “**Director(s)**”) of the Company shall include one employee Director who shall be elected by the employee representatives’ meeting.

The Company hereby announces that Mr. Mao Weiyong (“**Mr. Mao**”) has been elected as an employee Director of the 4th session of the Board at the employee representatives’ meeting of the Company held on 8 June 2026, with a term of office commencing on 8 June 2026 until the date of expiration of the 4th session of the Board, being 8 June 2028. Mr. Mao has entered into a service contract with the Company for his election as an employee Director. He will receive emoluments based on the positions he currently holds within the Group, as disclosed in the Company's annual report(s) for the relevant year(s), but will not receive any additional remuneration for serving as the employee Director. Pursuant to the amended Articles of Association, such election does not require approval at the general meeting of the Company.

The biographical details of Mr. Mao are set out below:

Mr. Mao Weiyong (毛偉勇), aged 41, was appointed as a non-executive Director on 24 February 2025. He currently serves as a general manager of the new retail section of Shanshan E-Commerce, a wholly-owned subsidiary of the Company. Mr. Mao joined Ningbo Shanshan Garments Co., Ltd.* (寧波杉杉服裝有限公司), a company primarily engaged in the manufacture and sale of menswear, since 2004 and successively served as a planner of planning department and sector manager of sales department, responsible for the market development and sales management. From January 2012 to May 2013, Mr. Mao worked as a partner at Ningbo Shantong E-Commerce Co., Ltd. (寧波杉童電子商務有限公司) and principally engaged in the online sales of children's clothing. From June 2013 to November 2019, Mr. Mao served as the department head of e-commerce department of the Company, responsible for the overall business operation of e-commerce sector. From December 2019 to November 2020, Mr. Mao served as the general manager of Ningbo Nuanwo Pet Products Co., Ltd. (寧波暖窩寵物用品有限公司), responsible for the overall operation and management. Since November 2020, Mr. Mao joined the Company and responsible for the online overall business operation and management. Mr. Mao graduated from Zhejiang Institution of Economics and Trade (浙江經濟貿易學院) (currently has been merged with Taizhou Vocational and Technical College) majoring in clothing design and craftsmanship in July 2004. From February 2007 to January 2010, Mr. Mao participated in the part-time courses in Ningbo University and obtained the diploma in logistics management.

Save as disclosed in the above, as at the date of this announcement, Mr. Mao (i) has not held any other directorships in any listed public companies in Hong Kong or overseas in the last three years or other major appointments and professional qualifications; (ii) has not held any other positions with the Company and its subsidiaries; (iii) has no relationship with any Directors, senior management, substantial shareholders or controlling shareholders (as respectively defined in the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) of the Company; and (iv) has no interest in the shares of the Company or its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Save as disclosed in the above, as at the date of this announcement, there were no other matters relating to Mr. Mao that need to be brought to the attention of the shareholders of the Company, nor was there any information to be disclosed pursuant to any of the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules.

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

Ningbo, the PRC, 8 June 2026

As at the date of this announcement, the executive Directors are Mr. Luo Yefei, Mr. Cao Yang, Ms. Yan Jingfen and Ms. Zhou Yumei; the non-executive Directors are Mr. Mao Weiyong and Mr. Wang Mingming; and the independent non-executive Directors are Mr. Chow Ching Ning, Mr. Wang Yashan and Mr. Wu Xuekai.