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Baozun Inc.

寶尊電商有限公司*

*(A company controlled through weighted voting rights and incorporated in the Cayman Islands with limited liability)
(Stock code: 9991)*

CHANGE OF AUDITOR

This announcement is made by Baozun Inc. (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.51(4) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company announces that as the Company and Deloitte Touche Tohmatsu (“**Deloitte**”) could not reach a consensus on the audit fee in respect of the audit of the consolidated financial statements of the Group for the year ending 31 December 2024, the Company and Deloitte have agreed that Deloitte will not be the auditor of the Company with effect from July 19, 2024. The Company received a letter from Deloitte confirming that there are no matters or circumstances connected with the aforementioned change that need to be brought to the attention of the Shareholders. The Board and the audit committee of the Company (the “**Audit Committee**”) confirmed that there are no disagreements or unresolved matters between the Company and Deloitte, and there are no other matters or circumstances in respect of the aforementioned change of Deloitte which should be brought to the attention of the shareholders of the Company (the “**Shareholders**”).

The Board would like to take this opportunity to express its sincere gratitude to Deloitte for its professional services and support in the past years.

The Board, with the recommendation of the Audit Committee, resolved to appoint KPMG (“**KPMG**”) as the new auditor of the Company to fill the casual vacancy following the resignation of Deloitte and to hold office until the conclusion of the next annual general meeting of the Company.

In assessing the appointment of KPMG as the new auditor of the Company, the Audit Committee have considered a number of factors, including but not limited to (i) the audit fee proposed by KPMG, which is within the range of audit fee paid by the Group for the previous years; (ii) KPMG's extensive experience, industry knowledge, and technical competence in providing audit work to listed companies; (iii) its demonstrated independence from the Group, ensuring objectivity; (iv) its reputable standing in the market; (v) its resources and capabilities, including the size and structure of the proposed audit team; (vi) Guidelines for Effective Audit Committees – Selection, Appointment and Reappointment of Auditors published by the Accounting and Financial Reporting Council (the “AFRC”); and (vii) Guidance Notes on Change of Auditors published by the AFRC.

Based on the above, the Board and the Audit Committee are of the view that, (i) KPMG is eligible and suitable to act as the new auditor of the Company; (ii) the audit fee agreed with KPMG is commensurate with the extent of audit work required by the Group by reference to the size of the Group's business operations and assets; and (iii) the appointment of KPMG is in the interest of the Company and the Shareholders as a whole.

The Board would like to take this opportunity to welcome KPMG as the auditor of the Company.

By order of the Board
Baozun Inc.
Vincent Wenbin Qiu
Chairman

Hong Kong, July 19, 2024

As at the date of this announcement, our board of directors comprises Mr. Vincent Wenbin Qiu as the chairman, Mr. Junhua Wu, Mr. Satoshi Okada, Dr. Jun Wang and Ms. Bin Yu as directors, and Mr. Yiu Pong Chan, Mr. Steve Hsien-Chieng Hsia and Mr. Benjamin Changqing Ye as independent directors.

* *for identification purposes only*