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This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for any securities. This announcement is not a prospectus. Potential investors should read the Hong Kong prospectus dated September 18, 2020 (the “**Prospectus**”) issued by Baozun Inc. (the “**Company**”) for detailed information about the Global Offering described below before deciding whether or not to invest in the Offer Shares thereby being offered.

This announcement is not for release, publication, distribution, directly or indirectly, in or into the United States (including its territories and possessions, any state of the United States and the District of Columbia). This announcement does not constitute or form a part of any offer or solicitation to purchase or subscribe for securities in the United States. Securities may not be offered or sold in the United States absent registration or an exemption from registration under the U.S. Securities Act of 1933 as amended from time to time (the “**U.S. Securities Act**”). Any public offering of our securities to be made in the United States will be made by means of a prospectus that may be obtained from us and that will contain detailed information about us and our management, as well as financial statements. We are conducting a public offering of the securities described herein in the United States pursuant to our shelf registration statement on Form F-3ASR filed with the United States Securities and Exchange Commission on April 4, 2019.

Unless otherwise defined in this announcement, capitalized terms used herein shall have the same meanings as those defined in the Prospectus.

In connection with the Global Offering, Citigroup Global Markets Asia Limited as stabilizing manager (the “**Stabilizing Manager**”), its affiliates or any person acting for it, on behalf of the Underwriters, may effect transactions with a view to stabilizing or supporting the market price of the Class A ordinary shares at a level higher than that which might otherwise prevail for a limited period on and after the Listing Date. However, there is no obligation on the Stabilizing Manager, its affiliates or any person acting for it, to conduct any such stabilizing action, which, if commenced, will be done at the sole and absolute discretion of the Stabilizing Manager, its affiliates or any person acting for it, and may be discontinued at any time. Any such stabilizing activity is required to be brought to an end on the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering. Such stabilization action, if taken, may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws, rules and regulatory requirements, including the Securities and Futures (Price Stabilizing) Rules (Cap. 571W of the Laws of Hong Kong), as amended, made under the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

Potential investors should be aware that stabilizing action cannot be taken to support the price of the Class A ordinary shares for longer than the stabilization period which begins on the Listing Date and is expected to expire on October 23, 2020, being the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering. After this date, no further stabilizing action may be taken, demand for the Class A ordinary shares, and therefore the price of the Class A ordinary shares, could fall.

The Company is controlled through weighted voting rights. Prospective investors should be aware of the potential risks of investing in a company with a WVR structure. For further information about the risks associated with our WVR structure, see the section headed “Risk Factors – Risks Related to Our Corporate Structure” in the Prospectus. Prospective investors should make the decision to invest in us only after due and careful consideration.



**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)*

**GLOBAL OFFERING**

<b>Number of Offer Shares under the Global Offering</b>	<b>:</b>	<b>40,000,000 Offer Shares (subject to the Over-allotment Option)</b>
<b>Number of Hong Kong Offer Shares</b>	<b>:</b>	<b>4,000,000 Offer Shares (subject to adjustment)</b>
<b>Number of International Offer Shares</b>	<b>:</b>	<b>36,000,000 Offer Shares (subject to adjustment and the Over-allotment Option)</b>
<b>Maximum Public Offer Price</b>	<b>:</b>	<b>HK\$103.90 per Offer Share, plus brokerage of 1.0%, SFC transaction levy of 0.0027% and the Hong Kong Stock Exchange trading fee of 0.005% (payable in full on application in Hong Kong dollars and subject to refund)</b>
<b>Par value</b>	<b>:</b>	<b>US\$0.0001 per Share</b>
<b>Stock code</b>	<b>:</b>	<b>9991</b>

***Joint Sponsors, Joint Global Coordinators, Joint Bookrunners and Joint Lead Managers***



***Other Joint Global Coordinator, Joint Bookrunner and Joint Lead Manager***



***Other Joint Bookrunners and Joint Lead Managers***



The Company is controlled through weighted voting rights. Prospective investors should be aware of the potential risks of investing in a company with a WVR structure. For further information about the risks associated with our WVR structure, see the section headed “Risk Factors – Risks Related to Our Corporate Structure” in the Prospectus. Prospective investors should make the decision to invest in us only after due and careful consideration.

\* For identification purposes only

**IMPORTANT NOTICE TO INVESTORS:  
FULLY ELECTRONIC APPLICATION PROCESS**

**We have adopted a fully electronic application process for the Hong Kong Public Offering. We will not provide printed copies of the Prospectus or printed copies of any application forms to the public in relation to the Hong Kong Public Offering.**

**The Prospectus is available at the website of the Hong Kong Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) under the “*HKEXnews > New Listings > New Listing Information*” section, and our website at [www.baozun.com](http://www.baozun.com). If you require a printed copy of the Prospectus, you may download and print from the website addresses above.**

To apply for the Hong Kong Offer Shares, you may:

- (1) apply online through the **White Form eIPO** service at [www.eipo.com.hk](http://www.eipo.com.hk);
- (2) apply through the **CCASS EIPO** service to electronically cause HKSCC Nominees to apply on your behalf, including by:
  - (i) instructing your **broker** or **custodian** who is a CCASS Clearing Participant or a CCASS Custodian Participant to give **electronic application instructions** via CCASS terminals to apply for the Hong Kong Offer Shares on your behalf; or
  - (ii) (if you are an existing **CCASS Investor Participant**) giving **electronic application instructions** through the CCASS Internet System (<https://ip.ccass.com>) or through the CCASS Phone System by calling +852 2979 7888 (using the procedures in HKSCC’s “An Operating Guide for Investor Participants” in effect from time to time). HKSCC can also input **electronic application instructions** for CCASS Investor Participants through HKSCC’s Customer Service Centre at 1/F, One & Two Exchange Square, 8 Connaught Place, Central, Hong Kong by completing an input request.

If you have any question about the application for the Hong Kong Offer Shares, you may call the enquiry hotline of our Hong Kong Share Registrar and **White Form eIPO** Service Provider, Computershare Hong Kong Investor Services Limited, both at +852 2862 8646 on the following dates:

**Friday, September 18, 2020 – 9:00 a.m. to 9:00 p.m.**  
**Saturday, September 19, 2020 – 9:00 a.m. to 6:00 p.m.**  
**Sunday, September 20, 2020 – 9:00 a.m. to 6:00 p.m.**  
**Monday, September 21, 2020 – 9:00 a.m. to 9:00 p.m.**  
**Tuesday, September 22, 2020 – 9:00 a.m. to 9:00 p.m.**  
**Wednesday, September 23, 2020 – 9:00 a.m. to 12:00 noon**

We will not provide any physical channels to accept any application for the Hong Kong Offer Shares by the public. The contents of the electronic version of the Prospectus are identical to the printed prospectus as registered with the Registrar of Companies in Hong Kong pursuant to Section 342C of the Companies (WUMP) Ordinance.

If you are an **intermediary, broker** or **agent**, please remind your customers, clients or principals, as applicable, that the Prospectus is available online at the website addresses above.

Please refer to the section headed “How to Apply for Hong Kong Offer Shares” in the Prospectus for further details of the procedures through which you can apply for the Hong Kong Offer Shares electronically.

Your application must be for a minimum of 100 Hong Kong Offer Shares and in one of the numbers set out in the table. You are required to pay the amount next to the number you select.

<b>No. of Hong Kong Offer Shares applied for</b>	<b>Amount payable on application HK\$</b>	<b>No. of Hong Kong Offer Shares applied for</b>	<b>Amount payable on application HK\$</b>	<b>No. of Hong Kong Offer Shares applied for</b>	<b>Amount payable on application HK\$</b>	<b>No. of Hong Kong Offer Shares applied for</b>	<b>Amount payable on application HK\$</b>
100	10,494.70	1,500	157,420.50	8,000	839,576.00	90,000	9,445,230.03
200	20,989.40	2,000	209,894.00	9,000	944,523.01	100,000	10,494,700.03
300	31,484.10	2,500	262,367.50	10,000	1,049,470.00	200,000	20,989,400.06
400	41,978.80	3,000	314,841.01	20,000	2,098,940.01	300,000	31,484,100.09
500	52,473.50	3,500	367,314.50	30,000	3,148,410.01	400,000	41,978,800.12
600	62,968.20	4,000	419,788.00	40,000	4,197,880.01	500,000	52,473,500.15
700	73,462.90	4,500	472,261.50	50,000	5,247,350.02	750,000	78,710,250.23
800	83,957.60	5,000	524,735.01	60,000	6,296,820.02	1,000,000	104,947,000.30
900	94,452.30	6,000	629,682.00	70,000	7,346,290.02	1,500,000	157,420,500.45
1,000	104,947.01	7,000	734,629.01	80,000	8,395,760.02	2,000,000 <sup>(1)</sup>	209,894,000.60

(1) Maximum number of Hong Kong Offer Shares you may apply for.

No application for any other number of the Hong Kong Offer Shares will be considered and any such application is liable to be rejected.

## THE LISTING APPLICATION

We have applied to the Hong Kong Stock Exchange for the listing of, and permission to deal in, our Class A ordinary shares in issue and to be issued pursuant to the Global Offering (including the Class A ordinary shares which may be issued pursuant to the exercise of the Over-allotment Option) and the Class A ordinary shares to be issued pursuant to the Share Incentive Plans, including pursuant to the exercise of options or the vesting of RSUs or other awards that have been or may be granted from time to time and the Class A ordinary shares to be issued after the conversion of Class B ordinary shares.

## STRUCTURE OF THE GLOBAL OFFERING

The Global Offering comprises:

- the Hong Kong Public Offering of initially 4,000,000 Offer Shares (subject to adjustment) representing 10% of the total number of Offer Shares initially available under the Global Offering, and
- the International Offering of initially 36,000,000 Offer Shares (subject to adjustment and the Over-allotment Option) representing 90% of the total number of Offer Shares initially available under the Global Offering.

The allocation of the Offer Shares between the Hong Kong Public Offering and the International Offering will be subject to reallocation as described in the section headed “Structure of the Global Offering” in the Prospectus.

In particular, the Joint Representatives may, at their sole discretion, reallocate Offer Shares from the International Offering to the Hong Kong Public Offering to satisfy valid applications under the Hong Kong Public Offering. In accordance with Guidance Letter HKEx-GL91-18 issued by the Hong Kong Stock Exchange, if such reallocation is done other than pursuant to the clawback mechanism as described in the section headed “Structure of the Global Offering – the Hong Kong Public Offering – Reallocation” in the Prospectus, the maximum total number of Offer Shares that may be reallocated to the Hong Kong Public Offering following such reallocation shall be not more than double the initial allocation to the Hong Kong Public Offering (i.e. 8,000,000 Offer Shares, representing 20% of the total number of Offer Shares initially available under the Global Offering).

Under the International Underwriting Agreement, we expect to grant to the International Underwriters, exercisable by the Joint Representatives (for themselves and on behalf of the International Underwriters), the Over-allotment Option, exercisable within 30 days after the last day for lodging applications under the Hong Kong Public Offering (the last day for exercise of the Over-allotment Option being October 23, 2020) to require us to issue up to 6,000,000 additional Offer Shares, representing not more than 15% of the Offer Shares initially available under the Global Offering, at the International Offer Price, to, among other things, cover over-allocations in the International Offering, if any. In the event the Over-allotment Option is exercised, we will make an announcement which will be posted on the website of the Hong Kong Stock Exchange ([www.hkexnews.hk](http://www.hkexnews.hk)) and on our website ([www.baozun.com](http://www.baozun.com)), respectively.

## PRICING

The Public Offer Price will not be more than HK\$103.90 per Hong Kong Offer Share. Applicants for the Hong Kong Offer Shares are required to pay, on application, the maximum Public Offer Price of HK\$103.90 per Offer Share together with brokerage fee of 1.0%, SFC transaction levy of 0.0027% and the Hong Kong Stock Exchange trading fee of 0.005%, subject to refund if the Public Offer Price as finally determined is less than HK\$103.90 per Offer Share.

## EXPECTED TIMETABLE

Hong Kong Public Offering commences .....9:00 a.m. on  
Friday, September 18, 2020

Latest time for completing electronic applications under  
**White Form eIPO** service through the designated  
website [www.eipo.com.hk](http://www.eipo.com.hk) .....11:30 a.m. on  
Wednesday, September 23, 2020

Application lists open .....11:45 a.m. on  
Wednesday, September 23, 2020

Latest time for (a) completing payment for **White Form eIPO**  
applications by effecting internet banking transfer(s) or  
PPS payment transfer(s) and (b) giving  
**electronic application instructions** to HKSCC..... 12:00 noon on  
Wednesday, September 23, 2020

Application lists close ..... 12:00 noon on Wednesday, September 23, 2020

Expected Price Determination Date ..... Wednesday, September 23, 2020

Announcement of the Public Offer Price and the International  
Offer Price on our website at [www.baozun.com](http://www.baozun.com) and  
the website of the Hong Kong Stock Exchange at  
[www.hkexnews.hk](http://www.hkexnews.hk) on or around ..... Wednesday, September 23, 2020

Announcement of the level of indications of interest in the  
International Offering, the level of applications in the  
Hong Kong Public Offering and the basis of allocation of the  
Hong Kong Offer Shares on our website at [www.baozun.com](http://www.baozun.com)  
and the website of the Hong Kong Stock Exchange  
at [www.hkexnews.hk](http://www.hkexnews.hk) on or before..... Monday, September 28, 2020

Share certificates in respect of wholly or partially successful applications to be dispatched or deposited into CCASS on or before . . . . . Monday, September 28, 2020

White Form e-Refund payment instructions/refund checks in respect of wholly or partially successful applications (if applicable) or wholly or partially unsuccessful applications to be dispatched on or before . . . . . Monday, September 28, 2020

Dealings in the Class A ordinary shares on the Hong Kong Stock Exchange expected to commence at 9:00 a.m. on . . . . . Tuesday, September 29, 2020

## SETTLEMENT

Subject to the granting of the approval for listing of, and permission to deal in, the Class A ordinary shares on the Hong Kong Stock Exchange and compliance with the stock admission requirements of HKSCC, the Class A ordinary shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the date of commencement of dealings in the Shares on the Hong Kong Stock Exchange or such other date as may be determined by HKSCC. Settlement of transactions between participants of the Hong Kong Stock Exchange is required to take place in CCASS on the second business day after any trading day. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time. All necessary arrangements have been made to enable the Class A ordinary shares to be admitted into CCASS.

## ELECTRONIC APPLICATION CHANNELS

### White Form eIPO

You may submit your application through the **White Form eIPO** service through the designated website at [www.eipo.com.hk](http://www.eipo.com.hk) (24 hours daily, except on the last day for applications) from 9:00 a.m. on Friday, September 18, 2020 until 11:30 a.m. on Wednesday, September 23, 2020 and the latest time for completing full payment of application monies in respect of such applications will be 12:00 noon on Wednesday, September 23, 2020, the last day for applications, or such later date as described in the section headed “How to Apply for Hong Kong Offer Shares – C. Effect of Bad Weather and Extreme Conditions on the Opening and Closing of the Application Lists” in the Prospectus.

### CCASS EIPO

CCASS Clearing/Custodian Participants can input **electronic application instructions** at the following times on the following dates<sup>(1)</sup>:

<b>Friday, September 18, 2020</b>	<b>– 9:00 a.m. to 8:30 p.m.</b>
<b>Saturday, September 19, 2020</b>	<b>– 8:00 a.m. to 1:00 p.m.</b>
<b>Monday, September 21, 2020</b>	<b>– 8:00 a.m. to 8:30 p.m.</b>
<b>Tuesday, September 22, 2020</b>	<b>– 8:00 a.m. to 8:30 p.m.</b>
<b>Wednesday, September 23, 2020</b>	<b>– 8:00 a.m. to 12:00 noon</b>

*Note:*

- (1) The times in this sub-section are subject to change as HKSCC may determine from time to time with prior notification to CCASS Clearing/Custodian Participants and/or CCASS Investor Participants.

CCASS Investor Participants can input **electronic application instructions** from 9:00 a.m. on Friday, September 18, 2020 until 12:00 noon on Wednesday, September 23, 2020 (24 hours daily, except on Wednesday, September 23, 2020 the last day for applications).

The latest time for inputting your **electronic application instructions** will be 12:00 noon on Wednesday, September 23, 2020, the last day for applications, or such later time as described in the section headed “How to Apply for Hong Kong Offer Shares – C. Effect of Bad Weather and Extreme Conditions on the Opening and Closing of the Application Lists” in the Prospectus.

If you are instructing your **broker** or **custodian** who is a CCASS Clearing Participant or a CCASS Custodian Participant to give **electronic application instructions** via CCASS terminals to apply for the Hong Kong Offer Shares on your behalf, you are advised to contact your **broker** or **custodian** for the latest time for giving such instructions which may be different from the latest time as stated above.

The application monies (including the brokerage fees, SFC transaction levy and the Hong Kong Stock Exchange trading fee) will be held by the receiving bank and on behalf of the Company after the closing of the application lists and the refund monies, if any, will be returned to the applicants without interest on or before Monday, September 28, 2020.

Please refer to the sections headed “Structure of the Global Offering” and “How to Apply for Hong Kong Offer Shares” of the Prospectus for details of the conditions and procedures of the Hong Kong Public Offering.

## **PUBLICATION OF RESULTS**

We expect to announce the level of indications of interest in the International Offering, the level of applications in the Hong Kong Public Offering and the basis of allocation of the Hong Kong Offer Shares on Monday, September 28, 2020 on our website at [www.baozun.com](http://www.baozun.com) and the website of the Hong Kong Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk).

The results of allocations and the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants (where applicable) under the Hong Kong Public Offering will be available through a variety of channels at the times and date and in the manner specified in the section headed “How to Apply for Hong Kong Offer Shares – D. Publication of Results” in the Prospectus.

If an application is rejected, not accepted or accepted in part only, or if the Public Offer Price as finally determined is less than the maximum Public Offer Price of HK\$103.90 per Offer Share (excluding brokerage, SFC transaction levy and the Hong Kong Stock Exchange trading fee thereon), or if the conditions of the Hong Kong Public Offering are not fulfilled in accordance with “Structure of the Global Offering – Conditions of the Global Offering” in the Prospectus or if any application is revoked, the application monies, or the appropriate portion thereof, together with the related brokerage, SFC transaction levy and the Hong Kong Stock Exchange trading fee, will be refunded, without interest.



No temporary documents of title will be issued in respect of the Shares and no receipt will be issued for sums paid on application. Share certificates will only become valid at 8:00 a.m. on Tuesday, September 29, 2020 provided that the Global Offering has become unconditional and the right of termination described in the “Underwriting – Underwriting Arrangements and Expenses – Hong Kong Public Offering – Grounds for Termination” section in the Prospectus has not been exercised.

Dealings in the Class A ordinary shares are expected to commence at 9:00 a.m. on Tuesday, September 29, 2020.

The Class A ordinary shares will be traded in board lots of 100 Shares each.

The stock code of the Class A ordinary shares is 9991.

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

Hong Kong, September 18, 2020

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

*Please also refer to the published version of this announcement in the South China Morning Post (in English) and the Hong Kong Economic Times (in Chinese).*