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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, 29 March 2022 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 2021 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*

Ningbo, the People's Republic of China, 17 March 2022

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