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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)

POSITIVE PROFIT ALERT

This announcement is made by Shanshan Brand Management Co., Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors of the Company (the “**Directors**”) wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review of the latest unaudited consolidated management accounts of the Group for the year ended 31 December 2021 (the “**Year**”) and other information currently available, it is expected that the Group would record a consolidated net profit of not less than RMB8.0 million for the Year, as compared with the audited consolidated net loss of approximately RMB75.9 million for the year ended 31 December 2020.

The expected turnaround from net loss to net profit of the Group for the Year was mainly attributable to: (i) the growth in sales revenue resulted in an increase in gross profit of approximately RMB57.0 million as the Group strengthened its business on the new retail and traditional e-commerce platform channels, and enhanced the expansion of its business channel in the professional wear market and other business channels during the Year; and (ii) the cost reduction of the Group as a result of the stringent cost measures implemented through the continuous refined management of the Group.

As the Group is still in the process of finalising the consolidated results for the Year, the information contained in this announcement is only based on the Board's preliminary assessment of the information currently available. Therefore, the actual results of the Group for the Year may differ from the information contained in this announcement. Further details of the Group's financial results and performance will be disclosed in the Company's annual results announcement for the Year, which is expected to be published on 29 March 2022.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

On behalf of the Board
Shanshan Brand Management Co., Ltd.
Luo Yefei
Chairman

Ningbo, the PRC, 18 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.