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*Under our weighted voting rights structure, our share capital comprises Class A ordinary shares and Class B ordinary shares. Each Class A ordinary share entitles the holder to exercise one vote, and each Class B ordinary share entitles the holder to exercise ten votes, respectively, on any resolution tabled at our general meetings, except as may otherwise be required by law or by the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited or provided for in our memorandum and articles of association. Shareholders and prospective investors should be aware of the potential risks of investing in a company with a weighted voting rights structure. Our American depositary shares, each representing three of our Class A ordinary shares, are listed on the Nasdaq Global Select Market in the United States under the symbol BZUN.*



**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)*

## **VOLUNTARY ANNOUNCEMENT**

### **PRIMARY LISTING ON THE MAIN BOARD OF THE STOCK EXCHANGE OF HONG KONG LIMITED**

Reference is made to the announcement of Baozun Inc. (Nasdaq: BZUN and HKEX: 9991) (“**Baozun**” or the “**Company**”) dated October 27, 2022. The Company, a leading brand e-commerce service partner that helps brands execute their e-commerce strategies in China, announced that the Company’s voluntary conversion of its secondary listing status to a primary listing status on the Main Board of The Stock Exchange of Hong Kong Limited (the “**Hong Kong Stock Exchange**”) became effective today. Baozun is now a dual primary listing company on both the Hong Kong Stock Exchange and the Nasdaq Global Select Market (“**Nasdaq**”).

Mr. Vincent Qiu, Chairman and Chief Executive Officer of Baozun, commented, “Today marks a significant milestone in our capital market journey. With a primary listing on the Hong Kong Stock Exchange, we anticipate further expanding our investor base, providing more liquidity for our securities and offering more convenience and flexibility to our investors and stakeholders.”

The Company's American Depositary Shares (“**ADS(s)**”) listed on the Nasdaq and the Class A ordinary shares listed on the Hong Kong Stock Exchange (the “**Class A Ordinary Share(s)**”) are fungible, and investors can continue to choose to hold their shares in the form of ADSs traded on the Nasdaq or Class A Ordinary Shares traded on the Hong Kong Stock Exchange. ADSs and Class A Ordinary Shares are convertible in both directions, subject to certain limitations. The conversion between ADSs and Class A Ordinary Shares, in either direction, will generally be completed electronically within two Hong Kong/U.S. business days under normal circumstances. If you are an investor, please reach out to your broker for further information on procedures and costs for conversion between ADSs and Class A Ordinary Shares. If you are a broker, please reach out to JPMorgan Chase Bank, N.A., acting as Depositary in the U.S. or its Custodian in Hong Kong, to effect a conversion between ADSs and Class A Ordinary Shares. All costs attributable to effect a withdrawal of ADSs from or a deposit of Class A Ordinary Shares into the ADS program will be borne by the requesting investor.

## **Safe Harbor Statements**

This announcement contains forward-looking statements. These statements are made under the “safe harbor” provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as “will,” “expects,” “anticipates,” “future,” “intends,” “plans,” “believes,” “estimates,” “confident,” “potential,” “continue,” “ongoing,” “targets,” “guidance,” “going forward,” “outlook” or other similar expressions. Statements that are not historical facts, including but not limited to statements about Baozun’s beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the Company’s filings with the U.S. Securities and Exchange Commission and the Company’s announcements, notices or other documents published on the website of the Hong Kong Stock Exchange. All information provided in this announcement is as of the date of this announcement and is based on assumptions that the Company believes to be reasonable as of this date, and the Company does not undertake any obligation to update such information, except as required under the applicable law.

The full version of the press release issued by the Company on November 1, 2022 announcing the aforementioned information is available at the Company’s Investor Relations website at <https://ir.baozun.com>.

**This announcement is for information purposes only and does not constitute, or form part of, any invitation or offer to acquire, purchase or subscribe for any securities of the Company. Shareholders and potential investors should exercise caution when dealing in the securities of the Company.**

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

Hong Kong, November 1, 2022

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

\* for identification purposes only