

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*

## 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)**

### **PROPOSED CHANGE OF NON-EXECUTIVE DIRECTOR**

The announcement is made by Shanshan Brand Management Co., Ltd. (the “**Company**”) pursuant to Rule 13.51(2) of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

#### **RESIGNATION OF NON-EXECUTIVE DIRECTOR**

The board (the “**Board**”) of directors (the “**Directors**”) of the Company announces that Ms. Zhao Chunxiang (“**Ms. Zhao**”) has tendered her resignation as a non-executive Director in order to devote more time to her other business commitments, with effect upon the approval of the appointment of a new non-executive Director at the forthcoming annual general meeting of the Company to be convened and held in June 2023 (the “**AGM**”).

Ms. Zhao has confirmed that she does not have any disagreement with the Board and there are no matters in respect of her resignation above-mentioned, which need to be brought to the attention of the shareholders of the Company (the “**Shareholders**”) and the Stock Exchange.

#### **PROPOSED APPOINTMENT OF NON-EXECUTIVE DIRECTOR**

The Board, with the recommendation of the nomination committee of the Company, has resolved to nominate Mr. Shen Jinxin (“**Mr. Shen**”) as a candidate for the proposed appointment of non-executive Director, subject to the approval by the Shareholders by way of an ordinary resolution at the AGM.

The biographical details of Mr. Shen are set out as follows:

Mr. Shen Jinxin (沈金鑫), aged 42, was a member of management center of Ningbo United Power Investment Holding Co., Ltd.\* (寧波聯合動力投資控股有限公司) from July 2004 to June 2006 and primarily responsible for the human resource and brand management. In May 2007, Mr. Shen found Ningbo Zhicheng Meimei Holdings Co., Ltd.\* (寧波智城美景控股有限公司) and served as the chairman of the board until present. From June 2015 to present, Mr. Shen is the co-founder and served as director of Hangzhou Zanhua Network Technology Co., Ltd.\* (杭州贊貨網絡科技有限公司). From July 2021 to present, Mr. Shen served as the general manager of Zhejiang Feichang Fish Technology Co., Ltd.\* (浙江非常魚塊科技有限公司).

Mr. Shen has extensive experience in the brand management and was appointed as the part-time supervisor for postgraduate students majoring in professional art design (direction of visual communication and media design) at the Graduate School of Ningbo University for a term of three years from 2020 to 2023. In addition, Mr. Shen currently serves as vice president of Ningbo Yinzhou Advertising Cultural and Creative Association\* (寧波市鄞州區廣告文創協會), deputy secretary of the Party Branch of Ningbo Southern Business District Cultural and Creative Party Construction Alliance\* (寧波南部商務區文創黨建聯盟黨支部), member of Zhejiang Calligraphers Association\* (浙江省書法家協會). Mr. Shen obtained a bachelor degree from the Ningbo University, majoring in Advertising in 1 July 2004.

Subject to the approval of the Shareholders by way of an ordinary resolution at the AGM, the Company will enter into a service contract with Mr. Shen. The initial length of service will commence from the date of the AGM and ends when the term of the third session of the Board expires. Pursuant to the service contract, Mr. Shen is entitled to a director's fee of HK\$60,000 per annum (before tax), which was determined by the Board on the recommendation of the remuneration committee of the Company with reference to his qualifications, experience, duties and responsibilities, and the prevailing market conditions.

Save as otherwise disclosed, Mr. Shen has confirmed that as at the date of this announcement, (i) he does not hold any other positions with the Company and other members of the Group; (ii) he does not, nor did he in the past three years, hold any directorships in other public companies the securities of which are listed on any securities market in Hong Kong or overseas; (iii) he does not have any relationships with any Directors, supervisors, senior management, substantial shareholders or controlling shareholders of the Company; and (iv) he does not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Save as disclosed above, Mr. Shen has confirmed that, there are no other matters relating to the proposed appointment that are required to be disclosed pursuant to Rule 13.51(2)(h) to (v) of the Listing Rules and there are no other matters relating to the proposed appointment that need to be brought to the attention of the Shareholders.

## **GENERAL**

A circular containing the details of the proposed appointment of Mr. Shen as the non-executive Director and a notice of the AGM will be despatched to the Shareholders in due course.

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

Ningbo, the PRC, 24 March 2023

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

\* *For identification purpose only*