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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)*

RESIGNATION OF INDEPENDENT DIRECTOR AND CHANGE OF COMPOSITION OF BOARD COMMITTEES

RESIGNATION OF INDEPENDENT NON-EXECUTIVE DIRECTOR

The board (the “**Board**”) of directors (the “**Director(s)**”) of Baozun Inc. (the “**Company**”) announces that Ms. Bin Yu (“**Ms. Yu**”) has resigned as an independent Director, the chairman of the audit committee (the “**Audit Committee**”) and a member of each of the compensation committee (the “**Compensation Committee**”) and the nominating and corporate governance committee (the “**Nominating and Corporate Governance Committee**”) of the Company with effect from May 11, 2023, as she will join the Company as a consultant. Ms. Yu has confirmed that she has no disagreement with the Board and there is no matter in relation to her resignation that needs to be brought to the attention of the shareholders of the Company and The Stock Exchange of Hong Kong Limited.

Reference is made to the annual report of the Company for the year ended December 31, 2022. Following the resignation of Ms. Yu, she will not be re-elected as an independent Director in the forthcoming annual general meeting of the Company.

The Board would like to take this opportunity to express its gratitude to Ms. Yu for her invaluable contributions to the Company during her tenure of office and extend its warm welcome to Ms. Yu for her new role in the Company.

CHANGE OF COMPOSITION OF BOARD COMMITTEES

The Board further announces that with effect from May 11, 2023, (i) Mr. Benjamin Changqing Ye (“**Mr. Ye**”), an independent Director, was re-designated from a member of the Audit Committee to the chairman of the Audit Committee; (ii) Mr. Ye was appointed as a member of each of the Compensation Committee and the Nominating and Corporate Governance Committee; (iii) Mr. Steve Hsien-Chieng Hsia (“**Mr. Hsia**”), an independent Director, was appointed as a member of the Audit Committee.

The Board would like to extend its warm welcome to Mr. Ye and Mr. Hsia for their additional roles in the Board.

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

Hong Kong, May 11, 2023

As of the date of this announcement, our Board 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, Mr. Steve Hsien-Chieng Hsia and Mr. Benjamin Changqing Ye as independent Directors.

* *For identification purposes only*