

杉杉品牌运营股份有限公司  
**Shanshan Brand Management Co., Ltd.**

(A joint stock company incorporated in the People's Republic of China with limited liability)  
(Stock Code: 1749)

Dear Registered Shareholders,

**Mandatory Electronic Dissemination of Corporate Communications**

Pursuant to the amended Rules 2.07A and 2.07B of the Main Board Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") effective on 31 December 2023 and the Articles of Association of Shanshan Brand Management Co., Ltd. (the "**Company**"), the Company will disseminate future corporate communications, including but not limited to: (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; (f) a proxy form; and (g) a reply slip (the "**Corporate Communications**") to you by electronic mean through the Company's website at [www.chinafirs.com](http://www.chinafirs.com) and the website of The Stock Exchange of Hong Kong Limited (the "**HKEx's website**") at [www.hkexnews.hk](http://www.hkexnews.hk) (the "**Website Version**").

In order to provide your electronic contact details for future communication, please fill in your details in the enclosed reply form (the "**Reply Form**"), sign and return it by post to the Company c/o the H share registrar of the Company, Boardroom Share Registrars (HK) Limited ("the "**H Share Registrar**") at 2103B, 21/F, 148 Electric Road, North Point, Hong Kong using the address label printed on the Reply Form or by email to [ecomhk@boardroomlimited.com](mailto:ecomhk@boardroomlimited.com). If you post your Reply Form within Hong Kong, you may use the prepaid mailing label on the Reply Form without affixing a stamp when returning your Reply Form. Otherwise, please affix an appropriate stamp.

To support environmental protection and enhance efficient communication with you, the Company encourages you to access the Corporate Communications through the Company's or HKEx's website in place of receiving printed copies by mail. If the Company does not receive the duly completed and signed Reply Form or any response in writing indicating any objection to access the Corporate Communications by electronic means through the Company's or HKEx's website, you are regarded to have consented to receive the Website Version for all the future Corporate Communications. The Company will not send a notice of publication of the Website Version of Corporate Communications to you. You are encouraged to proactively monitor the availability of all future Corporate Communications on the websites and access the Website Version of Corporate Communications by themselves.

Please note that:

- (1) both printed copies of the English and Chinese versions of the Corporate Communications will be available from the Company or the H Share Registrar upon request; and
- (2) for actionable Corporate Communications which seek instructions from you on how you wish to exercise your rights or make an election as a shareholder of the Company, including but not limited to, (a) election forms in connection with a dividend payment, (b) excess application forms in connection with a rights issue or open offer, (c) applications forms for assured entitlement under an open offer, (d) acceptance forms in connection with takeovers, mergers and share buy-backs, and (e) provisional allotment letters in connection with a rights issue (the "**Actionable Corporate Communications**"), the Company will send it to you individually and in electronic form if email address has been provided to the Company. If no email address is given by you or the email address provided is not functional, the Company will send you a printed copy of the Actionable Corporate Communication by post at your address as it appears in the Company's register of members. The Company will be considered to have complied with the Listing Rules if it sends Actionable Corporate Communications to the email address provided by you without receiving any "non-delivery message".

You are entitled at any time by reasonable notice in writing to the Company c/o the H Share Registrar or by email to [ecomhk@boardroomlimited.com](mailto:ecomhk@boardroomlimited.com) to request for a hard copy of the Corporate Communication, the Company will send the printed version of the Corporate Communications to you free of charge as soon as possible upon your notice. Please note that the request for printed copy of Corporate Communications and Actionable Corporate Communications will be valid for one year from the date of request unless being revoked or superseded (whichever is earlier).

Should you have any queries relating to the above matters, please call the H Share Registrar's telephone hotline at (852) 2153 1688 during business hours from 9:00 a.m. to 5:00 p.m. from Mondays to Fridays, excluding Saturdays, Sunday and Hong Kong public holidays.

By Order of the Board  
**Shanshan Brand Management Co., Ltd.**  
**Luo Yefei**  
*Chairman and Executive Director*

2 February 2024

