

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)

Dear Non-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 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).

In order to provide your electronic contact details and your choice of language and means of receipt of corporate communications for future communication, you may give instructions to your intermediary (for example, a bank, a custodian or a securities broker)/ nominee. Please contact your intermediary / nominee for detailed procedure.

To support environmental protection and enhance efficient communication with you, the Company encourages you to access the Corporate Communications via the Company’s or HKEx’s website instead of receiving printed copies by mail.

You are entitled at any time by reasonable notice in writing 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 or by email to [ecomhk@boardroomlimited.com](mailto:ecomhk@boardroomlimited.com) to request for a hard copy of the Corporate Communication, the Company will promptly upon your notice send the printed version of the Corporate Communications to you free of charge.

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

Note:

1. This letter is addressed to the Company’s non-registered shareholders. Non-registered shareholder means such person or company whose shares are held in the Central Clearing and Settlement System (CCASS) and who has notified the Company from time to time through Hong Kong Securities Clearing Company Limited to receive Corporate Communications. If you have sold or transferred your shares of the Company, please disregard this letter.