



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)
(於開曼群島註冊成立以不同投票權控制的有限責任公司)
(Stock Code 股份代號: 9991)

23 February 2024

Dear registered shareholder(s),

Arrangements for Electronic Dissemination of Corporate Communications

Pursuant to Rule 2.07A of the Rules Governing The Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”), Baozun Inc. (the “**Company**”) is writing to inform you that, with effect from the date of this letter, the Company has adopted new arrangements for electronic dissemination of corporate communications (the “**Corporate Communication**”), which mean any documents issued or to be issued by the Company for the information or action of holders of any of its securities, 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, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

Please note that both the English and Chinese versions of all future Corporate Communications will be made available to all the shareholders of the Company electronically on the website of the Company at www.baozun.com and the HKExnews website at www.hkexnews.hk in place of printed copies.

Corporate Communication that seeks instructions from shareholders of the Company on how they wish to exercise their rights or make an election as the Company’s shareholders (the “**Actionable Corporate Communication**”) will be sent to each shareholder individually pursuant to Rule 2.07A(4) of the Listing Rules. In order to receive Actionable Corporate Communications by email, please provide your email address following the instructions below.

Solicitation of electronic contact details

To ensure timely receipt of the latest Corporate Communications (including Actionable Corporate Communications), please provide your email address by completing and signing the enclosed reply form (the “**Reply Form**”) and return it to the Company by email to ir@baozun.com or by post to IR Department, No.1-9, Lane 510, West Jiangchang Road, Shanghai, China.

If the Company does not receive a functional email address in your reply, until such time that the functional email address is provided to the Company, you will (i) be unable to receive any notifications regarding the publication of Corporate Communications; and (ii) need to proactively check the Company’s website and the HKExnews website to keep up with the publication of Corporate Communications.

If you want to receive the Corporate Communications in printed form, please complete and sign the Reply Form on the reverse side and return it to the Company by email to ir@baozun.com or by post to IR Department, No.1-9, Lane 510, West Jiangchang Road, Shanghai, China. Please note that such instruction shall be valid for one year starting from the receipt date of your instruction and will expire thereafter. If you wish to continue to receive Corporate Communications in printed form after the expiry of the original request, you must complete and return a fresh Reply Form to the Company.

Should you have any queries relating to this letter, please send your questions by email to ir@baozun.com.

Yours faithfully,
For and on behalf of
Baozun Inc.
Vincent Wenbin Qiu
Chairman

各位登記股東：

以電子方式發布公司通訊之安排

根據香港聯合交易所有限公司證券上市規則（「**上市規則**」）第 2.07A 條，寶尊電商有限公司（「**公司**」）謹此通知 閣下，自本信函日期起，公司已採用以電子方式發布公司通訊（「**公司通訊**」）之新安排，該公司通訊是指公司為向其任何證券持有人提供資訊或提醒其採取行動而發布或將要發布的任何檔，包括但不限於(a) 董事報告、年度帳目以及審計報告副本以及（如適用）財務摘要報告；(b) 中期報告及其中期報告摘要（如適用）；(c) 會議通知；(d) 上市檔；(e) 通函；和 (f) 委任表格。

請注意，所有未來公司通訊的英文版和中文版將以電子形式在公司網站 www.baozun.com 和披露易網站 www.hkexnews.hk 上向所有公司股東提供，以代替印刷本。

根據上市規則第 2.07A(4)條，公司將個別向股東發送涉及要求公司股東指示其擬如何行使其有關公司股東的權利或作出選擇的公司通訊（「**可供採取行動的公司通訊**」）。為使 閣下可透過電郵收取可供採取行動的公司通訊，謹請 閣下按照以下指示提供 閣下之電郵地址。

徵集電子聯絡資料

為確保及時收到最新的公司通訊（包括可供採取行動的公司通訊），謹請 閣下於本信函背頁之回條（「**回條**」）提供 閣下之電郵地址，並將已填妥及簽署之回條以電郵（至 ir@baozun.com）或郵寄（至中國上海市江場西路 510 弄 1-9 號投資者關係部）方式交回公司。

如果公司沒有收到 閣下的有效電子郵件位址，直至公司收到 閣下有效的電子郵件位址前， 閣下將(i)無法收到任何有關發布公司通訊的通知；及(ii)需要主動查看公司網站和披露易網站以留意公司通訊的發佈。

若 閣下希望收取未來公司通訊之印刷版，請填妥及簽署回條之相關章節，並以電郵（至 ir@baozun.com）或郵寄（至中國上海市江場西路 510 弄 1-9 號投資者關係部）方式交回公司。請注意，收取未來公司通訊印刷版之指示由收悉 閣下指示當日起計一年內有效，此後將過期。若 閣下希望於原有要求失效後繼續收取公司通訊印刷本， 閣下必須交回一份填妥之新回條。

如 閣下對本函件有任何疑問，請將 閣下之提問以電郵發送至 ir@baozun.com。

代表
寶尊電商有限公司
主席
仇文彬
謹啟

2024 年 2 月 23 日

