

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 <u>www.baozun.com</u> 和披露易網站 <u>www.hkexnews.hk</u> 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 <u>ir@baozun.com</u>)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佈公司通訊的通知;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 <u>ir@baozun.com</u>)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

回條 REPLY FORM

To: Baozun Inc.

> (the "Company") IR Department, No.1-9, Lane 510, West Jiangchang Road, Shanghai, China

寶尊電商有限公司 (「公司」) 中國上海市 江場西路 510弄 1-9號 投資者關係部

(Please <u>choose ONLY ONE</u> of the options below) (請從以下選項中**只選擇其中一項**)

Option 1: I/we hereby provide my/our email address in writing for receipt of future Corporate Communications* of the following listed company (the "Company") via electronic dissemination 選項 1: 本人/吾等現以書面提供本人/吾等之的電子郵件地址・以確保收到以下上市公司(「公司」)通過電子方式發佈的未來公司通訊*		
Name of Securities holder(s) 證券持有人姓名:	Name of the listed company 上市公司名稱:	
Baozun Inc.		
	寶尊電商有限公司	
(Please use ENGLISH BLOCK LETTERS 請用英文正楷填寫)		
Email address 電郵地址: (Notes 3 / 附註 3)		
Option 2: I/we hereby request for receipt of Corporate Communications* in printed form (Please mark "✓" in the below box if applicable) 選項 2: 本人/吾等現要求收取公司通訊*印刷版 (如適用・請在以下方格內劃上「✓」號) receive future Corporate Communications* in printed copy and noted that this instruction is valid only for one year starting from the receipt date of instruction. (Notes 5) 收取未來公司通訊*的印刷本・並已知悉本指示由收取指示日期起計一年內有效。(問註5)		
Signature(s): ^(Notes 1) 簽名: ^(附註 1)	Contact number: 聯絡電話號碼:	Date: 日期:

Notes Mar:

- 1. Please complete all your details clearly. If your shares are held in joint names, all of the joint shareholders should jointly sign this Reply Form in order to be valid. 請清楚填妥 閻下之所有資料。如屬聯名股東,則本回條須由所有聯名股東聯合簽署,方為有效。
- Any Reply Form with no signature or otherwise incorrectly completed will be void. 任何回條若未有簽署或在其他方面填寫不正確,則本回條將會作廢。
- If the Company does not receive a functional email address in your reply, you will be unable to receive notifications regarding the publication of Corporate Communications*. 如公司沒有收到 個下的有效電子郵件地址· 個下將無法收到有關發佈公司通訊*的通知。
- 4. If you provide more than one email address by email, reply form and/or other means, only the latest one email address provided will be registered.

 如 關下通過電影、回條及/或其他方式提供多於一個的電子影件地址·只有 關下最後提供的電子影件地址將會被用於登記。

- Unless otherwise specified, Corporate Communications refer to 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 the annual report, interim report, notice of meeting, circular and proxy form. 除茅子海註明:公司雖形了格公司是被建筑予发出改成某事人

PERSONAL INFORMATION COLLECTION STATEMENT 收集個人資料聲明

- (以下exposal Data" in this statement has the same meaning as "personal data" in the Personal Data (Privacy) Ordinance, Chapter 486 of the Laws of Hong Kong ("PDPO").
 本聲明中所指的「個人資料」與香港法例第 486 章(個人資料(私膳)條例)(「《私膳條例)」中「個人資料」的涵義相同。
 (ii) Your Personal Data provided in this Reply Form will be used in connection with, including but not limited to, the Company's electronic dissemination of Corporate Communications* and to liaise with you on other matters relating to your holdings in the Company. Your supply of Personal Data to the Company is on a voluntary basis. In case of a failure to provide sufficient information, the Company may not be able to process your instruction and/or requests as stated in this Reply Form and the process your instruction and/or requests as stated in this Reply Form will be retained for such period as a part of the process your instruction and record personal Data may be disclosed or transferred by the Company to its subsidiaries, the Share Registrar, and/or other companies or bodies for any of the stated purposes, or when it is required to do so by law and will be retained for such period as may be necessary for our verification and record purposes.
 (iv) You have the right to request access to and/or correction of your Personal Data in accordance with the provisions of the PDPO. Any such request for access to and/or correction of your Personal Data should be in writing, by mail to the Company at IR Department, No.1-9, Lane S10, West Liangschang Road, Shanghain or by email at ig in Babazum.com.