



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 non-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 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.

As a non-registered shareholder, if you wish to receive Corporate Communications (including 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 Communications”)) by email from the Company pursuant to the Listing Rules, you should liaise with your bank(s), broker(s), custodian(s), nominee(s) or HKSCC Nominees Limited through which your Shares are held (collectively, the “Intermediaries”) and provide your email address to your Intermediaries.

If the Company does not receive your functional email address from the Intermediaries, until such time that the functional email address is provided to the Intermediaries, 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 (including Actionable 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

各位非登記股東：

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本公司網站 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。

作為非登記股東，根據《上市規則》，如 閣下有意透過電郵收取公司通訊（包括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」）），閣下應聯絡代 閣下持有股份的銀行、經紀、託管商、代理人或香港中央結算（代理人）有限公司（統稱「仲介公司」），並向 閣下的仲介公司提供 閣下的電子郵件地址。

如果公司沒有從仲介公司收到 閣下的有效電子郵件位址，直至仲介公司收到 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 閣下希望收取公司通訊（包括可供採取行動的公司通訊）之印刷版，請填妥並簽署本函背頁之回條，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

REPLY FORM 回條

To: **Baozun Inc.**
(the "Company")
IR Department,
No.1-9, Lane 510,
West Jiangchang Road,
Shanghai, China

致: 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

REMINDER 提示

As a non-registered shareholder, if you wish to receive Corporate Communications* pursuant to the Listing Rules, you should liaise with your bank(s), broker(s), custodian(s), nominee(s) or HKSCC Nominees Limited through which your shares are held (collectively, the "Intermediaries") and provide your email address to your Intermediaries.

作為非登記股東，如有意根據《上市規則》收取公司通訊*，閣下應聯絡閣下持有股份的銀行、經紀、託管商、代理人或香港中央結算（代理人）有限公司（統稱「中介公司」），並向閣下的中介公司提供閣下的電子郵件地址。

Request for Corporate Communications* in printed form / 要求收取公司通訊*印刷版

(Please mark "✓" in the below box if applicable) (如適用，請在以下方格內劃上「✓」號)

Name of the listed company (the "Company"): **Baozun Inc.**

上市公司（「公司」）名稱：

寶尊電商有限公司

I/we would like to receive future Corporate Communications* in printed form.
本人/我們欲收取未來公司通訊*的印刷版。

Name(s) of Non-registered holder(s):

非登記股東姓名：

Signature(s): (Notes 1)

簽名：(附註 1)

(Please use ENGLISH BLOCK LETTERS 請用英文正楷填寫)

Contact number:

聯絡電話號碼：

Date:

日期：

Notes:

附註：

- This letter is addressed to non-registered holder(s) ("Non-registered holder" 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 that such person or company wishes to receive Corporate Communications*). 此函件乃向本公司之非登記股東（「非登記股東」指股份存放於中央結算及交收系統的人士或公司，已透過香港中央結算有限公司不時向本公司發出通知，表示欲收取公司通訊*）發出。
- Please complete all your details clearly. 請閣下清楚填寫所有資料。
- Any form with no box marked (✓), with no signature or otherwise incorrectly completed will be void. 如在本表格未有在方格內劃上「✓」號，或未有簽署，或在其他方面填寫不正確，則本表格將會作廢。
- For the avoidance of doubt, the Company does not accept any other instructions given on this Reply Form. 為免存疑，在本回條上的任何額外指示，公司將不予處理。

* 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. 除非另有註明，公司通訊乃指公司已發出或將予發出以供其任何證券的持有人參照或採取行動的任何文件，其中包括但不限於年報、中期報告、會議通告、通函及代表委任表格。

PERSONAL INFORMATION COLLECTION STATEMENT 收集個人資料聲明

- "Personal 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（私隱）條例》（「《私隱條例》」）中「個人資料」的涵義相同。
- Your Personal Data provided in this Reply Form will be used in connection with the Company's electronic dissemination of Corporate Communications*. 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 instructions and/or requests as stated in this Reply Form. 閣下於本回條所提供的個人資料將用於有關公司以電子方式發布公司通訊*的事宜上。閣下是自願向本公司提供個人資料。若閣下未能提供足夠資料，本公司可能無法處理閣下在本回條上所述的指示及/或要求。
- Your 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. 公司可就任何所說明的用途或在法例規定的情況下，將閣下的個人資料披露或轉移給公司的附屬公司、股份過戶處、及/或其他公司或團體，並將在適當期間保留該等個人資料作核實及紀錄用途。
- 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 510, West Jiangchang Road, Shanghai, China or by email at ir@baozun.com. 閣下有權根據《私隱條例》的條文查閱及/或修改閣下的個人資料。任何該等查閱及/或修改個人資料的要求均須以書面方式郵寄至中國上海市江場西路510弄1-9號投資者關係部向公司提出，或發送電郵至 ir@baozun.com。