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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)**

## **PROPOSED AMENDMENTS TO THE ARTICLES OF ASSOCIATION**

This announcement is made by Shanshan Brand Management Co., Ltd. (the “**Company**”) pursuant to Rule 13.51(1) of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

In order to (i) be in line with the latest regulatory requirements under the relevant amendments made to the Listing Rules in relation to the expanded paperless listing regime and the electronic dissemination of corporate communications by listed issuers which takes effect from 31 December 2023; (ii) reflect the change in law of the People's Republic of China; and (iii) incorporate other housekeeping amendments, the board (the “**Board**”) of directors of the Company (the “**Directors**”) hereby proposes to make certain amendments (the “**Proposed Amendments**”) to the articles of association (the “**Articles of Association**”) of the Company.

The Proposed Amendments are subject to the approval of the shareholders (the “**Shareholders**”) of the Company by way of special resolution at the annual general meeting (the “**AGM**”) and shareholders' class meetings of the Company. The Proposed Amendments will become effective upon approval by the Shareholders at the AGM and shareholders' class meetings.

The Articles of Association are prepared and written in Chinese without a formal English version. As such, any English translation shall be for reference only. In the event of any inconsistency, the Chinese version shall prevail. After the Proposed Amendments come into effect, the full text of the revised Articles of Association will be published on the websites of the Stock Exchange and the Company.

A circular containing, among others, details of the Proposed Amendments, notices of the AGM and shareholders' class meetings will be despatched to Shareholders in accordance with the Listing Rules.

On behalf of the Board  
**Shanshan Brand Management Co., Ltd.**  
**Luo Yefei**  
*Chairman*

Ningbo, the PRC, 28 March 2024

*As at the date of this announcement, the executive Directors are Mr. Luo Yefei, Mr. Cao Yang, Ms. Yan Jingfen and Ms. Zhou Yumei; the non-executive Directors are Mr. Du Peng and Mr. Shen Jinxin; and the independent non-executive Directors are Mr. Chow Ching Ning, Mr. Wang Yashan and Mr. Wu Xuekai.*