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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)

(Stock Code: 9991)

CHANGE OF CHIEF FINANCIAL OFFICER

RESIGNATION OF CHIEF FINANCIAL OFFICER

The board of directors (the “**Board**”) of Baozun Inc. (the “**Company**”) announces that Mr. Arthur Yu (“**Mr. Yu**”) has resigned as the chief financial officer of the Company (the “**Chief Financial Officer**”) with effect from April 19, 2024, as he will retain and focus on his role as the president of the Company’s E-commerce business. Mr. Yu has confirmed that he has no disagreement with the Board and there is no matter in relation to his resignation that needs to be brought to the attention of the shareholders of the Company and The Stock Exchange of Hong Kong Limited.

The Board would like to take this opportunity to express its gratitude to Mr. Yu for his invaluable contributions to the Company during his tenure as the Chief Financial Officer.

APPOINTMENT OF CHIEF FINANCIAL OFFICER

The Board further announces that Ms. Catherine Zhu (“**Ms. Zhu**”) has been appointed as the Chief Financial Officer with effect from April 19, 2024.

The biographical details of Ms. Zhu are set out as follows:

Ms. Catherine Zhu is a seasoned finance executive with extensive experience in leading finance operations across diverse industries. She joined Baozun in 2020 as Director of Finance, held a number of positions with the Company thereafter and currently serves as Vice President of Finance. Before joining Baozun, Catherine held key roles in various organizations from 2013 to 2020, including IBR Ltd., Cue & Co., Xperience Communications (Shanghai) Co., Ltd., Porsche Centre Shanghai Waigaoqiao Limited and Lend Lease Project Management & Construction (Shanghai) Co Ltd. She started her career at KPMG Shanghai as an Audit Manager from 2005 to 2013. Catherine holds a bachelor's degree in Business Administration from Shanghai International Studies University and is certified by the Chinese Institute of Certified Public Accountants (CICPA) and holds a Certified Internal Auditor (CIA) certificate.

The Board would like to express its warm welcome to Ms. Zhu on her new appointment.

By order of the Board
Baozun Inc.
Vincent Wenbin Qiu
Chairman

Hong Kong, April 19, 2024

As at the date of this announcement, our board of directors comprises Mr. Vincent Wenbin Qiu as the chairman, Mr. Junhua Wu, Mr. Satoshi Okada and Ms. Yang Liu as directors, and Mr. Yiu Pong Chan, Mr. Steve Hsien-Chieng Hsia and Mr. Benjamin Changqing Ye as independent directors.

* *For identification purposes only*