

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited (the “**Hong Kong Stock Exchange**”) take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

We have one class of shares, and each holder of our shares is entitled to one vote per share. As the Alibaba Partnership’s director nomination rights are categorized as a weighted voting rights structure (the “**WVR structure**”) under the Rules Governing the Listing of Securities on the Hong Kong Stock Exchange (the “**Hong Kong Listing Rules**”), we are deemed as a company with a WVR structure. Shareholders and prospective investors should be aware of the potential risks of investing in a company with a WVR structure. Our American depositary shares, each representing eight of our shares, are listed on the New York Stock Exchange in the United States under the symbol BABA.



# Alibaba

**Alibaba Group Holding Limited**

**阿里巴巴集團控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 9988 (HKD Counter) and 89988 (RMB Counter))**

## **OVERSEAS REGULATORY ANNOUNCEMENT**

We are making this announcement pursuant to Rule 13.10B of the Hong Kong Listing Rules.

We filed a Schedule 13G on May 31, 2024 (U.S. Eastern Time) with the Securities and Exchange Commission of the United States to report our beneficial ownership of Baozun Inc. Under the U.S. Securities and Exchange Act of 1934, as amended, any person that beneficially owns more than 5% of a security listed on a national securities exchange in the United States must file a Schedule 13G or Schedule 13D, as applicable, to report such person’s beneficial ownership, and file an amendment to Schedule 13G and Schedule 13D, as applicable, from time to time, to report certain changes in beneficial ownership. For details of our filing, please refer to the attached Schedule 13G.

By order of the Board  
**Alibaba Group Holding Limited**  
**Kevin Jinwei ZHANG**  
*Secretary*

Hong Kong, May 31, 2024

As at the date of this announcement, our board of directors comprises Mr. Joseph C. TSAI as the chairman, Mr. Eddie Yongming WU, Mr. J. Michael EVANS and Ms. Maggie Wei WU as directors, and Mr. Jerry YANG, Ms. Wan Ling MARTELLO, Mr. Weijian SHAN, Ms. Irene Yun-Lien LEE, Mr. Albert Kong Ping NG and Mr. Kabir MISRA as independent directors.

---

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934  
(Amendment No.1)\*

**Baozun Inc.**

(Name of Issuer)

**Class A Ordinary Shares, par value US\$0.0001 per share**

(Title of Class of Securities)

**06684L103<sup>1</sup>**

(CUSIP Number)

**May 30, 2024**

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)  
 Rule 13d-1(c)  
 Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

---

<sup>1</sup> This CUSIP number applies to the Issuer's American Depositary Shares, each representing three Class A Ordinary Shares.

---

1.	Names of Reporting Persons	
	Alibaba Group Holding Limited	
2.	Check the Appropriate Box if a Member of a Group (See Instructions)	
	(a)	<input type="checkbox"/>
	(b)	<input checked="" type="checkbox"/>
3.	SEC Use Only	
4.	Citizenship or Place of Organization	
	Cayman Islands	
Number of Shares Beneficially Owned by Each Reporting Person With	5.	Sole Voting Power
		0
	6.	Shared Voting Power
		0
	7.	Sole Dispositive Power
		0
	8.	Shared Dispositive Power
		0
9.	Aggregate Amount Beneficially Owned by Each Reporting Person	
	0	
10.	Check if the Aggregate Amount in Row (9) Excludes Certain Shares <input type="checkbox"/>	
	Not applicable	
11.	Percent of Class Represented by Amount in Row (9)	
	0%	
12.	Type of Reporting Person (See Instructions)	
	CO	

1.	Names of Reporting Persons	
	Alibaba Investment Limited	
2.	Check the Appropriate Box if a Member of a Group (See Instructions)	
	(a)	<input type="checkbox"/>
	(b)	<input checked="" type="checkbox"/>
3.	SEC Use Only	
4.	Citizenship or Place of Organization	
	British Virgin Islands	
Number of Shares Beneficially Owned by Each Reporting Person With	5.	Sole Voting Power
		0
	6.	Shared Voting Power
		0
	7.	Sole Dispositive Power
		0
	8.	Shared Dispositive Power
		0
9.	Aggregate Amount Beneficially Owned by Each Reporting Person	
	0	
10.	Check if the Aggregate Amount in Row (9) Excludes Certain Shares <input type="checkbox"/>	
	Not applicable	
11.	Percent of Class Represented by Amount in Row (9)	
	0%	
12.	Type of Reporting Person (See Instructions)	
	CO	

## Explanatory Note:

This Amendment No. 1 (this "Amendment") amends, in its entirety, the statement on Schedule 13G originally filed on February 12, 2016 by the Reporting Persons. On May 30, 2024, the Reporting Persons sold 26,469,422 Class A Ordinary Shares of the Issuer. As a result, this Amendment is being filed to disclose that the Reporting Persons have ceased to be the beneficial owner of more than five percent of the outstanding Class A Ordinary Shares of the Issuer. This Amendment is the final amendment to the Schedule 13G and constitutes an exit filing for the Reporting Persons.

**Item 1.**

- (a) Name of Issuer  
Baozun Inc.
- (b) Address of Issuer's Principal Executive Offices  
No. 1-9, Lane 510, West Jiangchang Road  
Shanghai 200436  
The People's Republic of China

**Item 2.**

- (a) Name of Person Filing  
This schedule is filed by and on behalf of:
- |   |                               |  |
|---|-------------------------------|--|
| 1 | Alibaba Group Holding Limited |  |
| 2 | Alibaba Investment Limited    |  |
- (b) Address of the Principal Office or, if none, Residence
- |   |                               |  |
|---|-------------------------------|--|
| 1 | Alibaba Group Holding Limited | c/o Alibaba Group Services Limited, 26/F Tower One, Times Square, 1 Matheson Street, Causeway Bay, Hong Kong |
| 2 | Alibaba Investment Limited    | c/o Vistra Corporate Services Centre, Wickhams Cay II, Road Town, Tortola, VG1110, British Virgin Islands    |
- (c) Citizenship
- |   |                               |                        |
|---|-------------------------------|------------------------|
| 1 | Alibaba Group Holding Limited | Cayman Islands         |
| 2 | Alibaba Investment Limited    | British Virgin Islands |
- (d) Title of Class of Securities  
Class A Ordinary Shares
- (e) CUSIP Number  
06684L103

**Item 3. If this statement is filed pursuant to §§240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:**

Not applicable.

**Item 4. Ownership.**

- (a) Amount Beneficially Owned  
As of May 30, 2024, Alibaba Investment Limited no longer owns any Class A Ordinary Shares of the Issuer. As such, as of the date hereof, the Reporting Persons are no longer beneficial owners of more than 5% of the Class A Ordinary Shares of the Issuer. This filing represents an exit filing for the Reporting Persons.
- (b) Percent of Class  
0
- (c) Number of Shares as to Which the Reporting Person Has
- (i) Sole power to vote or to direct the vote: 0
  - (ii) Shared power to vote or to direct the vote: 0
  - (iii) Sole power to dispose or to direct the disposition of: 0
  - (iv) Shared power to dispose or to direct the disposition of: 0

**Item 5. Ownership of Five Percent or Less of a Class.**

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following:

**Item 6. Ownership of More than Five Percent on Behalf of Another Person.**

Not applicable.

**Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company.**

Not applicable.

**Item 8. Identification and Classification of Members of the Group.**

Not applicable.

**Item 9. Notice of Dissolution of Group.**

Not applicable.

**Item 10. Certification.**

Not applicable.

SIGNATURES

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: May 31, 2024

**Alibaba Group Holding Limited**

/s/ Jinwei Zhang

\_\_\_\_\_  
Name: Jinwei Zhang

Title: Authorized Signatory

**Alibaba Investment Limited**

/s/ Lei Jin

\_\_\_\_\_  
Name: Lei Jin

Title: Director