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Under our weighted voting rights structure, our share capital comprises Class A ordinary shares and Class B ordinary shares. Each Class A ordinary share entitles the holder to exercise one vote, and each Class B ordinary share entitles the holder to exercise ten votes, respectively, on any resolution tabled at our general meetings, except as may otherwise be required by law or by the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited or provided for in our memorandum and articles of association. Shareholders and prospective investors should be aware of the potential risks of investing in a company with a weighted voting rights structure. Our American depositary shares, each representing three of our Class A ordinary shares, are listed on the Nasdaq Global Select Market in the United States under the symbol BZUN.

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)

DATE OF BOARD MEETING

The board of directors of Baozun Inc. (the "**Company**") will hold a board meeting on November 24, 2026 (Hong Kong time) for the purposes of, among others, approving our unaudited financial results and announcement for the third quarter and the nine months ended September 30, 2026 ("**Results**"), which are prepared in accordance with the U.S. Generally Accepted Accounting Principles and the applicable rules of the U.S. Securities and Exchange Commission, and its publication. If approved, we will announce our Results on November 24, 2026 (Hong Kong time), before the opening of the U.S. market and after the trading hours of the Hong Kong market, on the website of the Hong Kong Stock Exchange at **www.hkexnews.hk** and our website at **www.baozun.com.**

The earnings conference call will take place at 7:30 p.m. on November 24, 2026 (Hong Kong time). Our management will be on the call to discuss the Results.

Dial-in details for the earnings conference call are as follows:

United States:	1-888-317-6003
Hong Kong:	852-5808-1995
Singapore:	65-3158-8715
Mainland China:	4008-424-328
International:	1-412-317-6061
Passcode:	9041728

A replay of the conference call may be accessible through November 30, 2026 by dialing the following numbers:

United States:	1-855-669-9658
International:	1-412-317-0088
Replay Access Code:	2988588

A live and archived webcast of the conference call will be available on the investor relations section of our website at **http://ir.baozun.com.**

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

Hong Kong, November 10, 2026

As at the date of this announcement, our board of directors comprises Mr. Vincent Wenbin Qiu as the chairman, Mr. Junhua Wu, Dr. Jun Wang and Ms. Bin Yu as directors, and Mr. Yiu Pong Chan, Mr. Steve Hsien-Chieng Hsia and Mr. Benjamin Changqing Ye as independent directors.

* *For identification purpose only*