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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 CHANGE OF COMPANY NAME AND
PROPOSED AMENDMENTS TO THE ARTICLES OF ASSOCIATION**

The board (the “**Board**”) of directors (the “**Directors**”) of Shanshan Brand Management Co., Ltd. (the “**Company**”) proposed to (i) change the Chinese name of the Company from “杉杉品牌運營股份有限公司” to “寧波茂葉時尚服飾股份有限公司” and change the English name of the Company from “Shanshan Brand Management Co., Ltd.” to “Ningbo Maoye Fashion Clothing Co., Ltd.” (the “**Change of Company Name**”); and (ii) make certain amendments (the “**Proposed Amendments**”) to the current articles of association of the Company (the “**Articles of Association**”). The proposed Change of Company Name and the Proposed Amendments to the Articles of Association are subject to the approval of the shareholders of the Company by way of special resolutions at the forthcoming extraordinary general meeting (the “**EGM**”) of the Company to be held in due course.

PROPOSED CHANGE OF COMPANY NAME

The Board proposed to change the Chinese name of the Company from “杉杉品牌運營股份有限公司” to “寧波茂葉時尚服飾股份有限公司” and change the English name of the Company from “Shanshan Brand Management Co., Ltd.” to “Ningbo Maoye Fashion Clothing Co., Ltd.”.

Reasons for the Change of Company Name

In order to align with the Company’s overall strategic planning and its clearer market positioning, enhance its reputation and competitiveness in the market, the Board proposed the Change of Company Name. As such, the Board is of the view that the proposed Change of Company Name is in the interests of the Company and the shareholders of the Company (the “**Shareholders**”) as a whole.

Conditions of the Change of Company Name

The Change of Company Name is subject to the following conditions:

- (i) the passing of a special resolution by the Shareholders approving the Change of Company Name at the EGM; and
- (ii) all the relevant approvals, authorities, licenses and consents have been obtained from the relevant governmental authorities, and all filings and registration procedures in the People's Republic of China (the "**PRC**") have been completed.

The proposed Change of Company Name will take effect from the day when Change of Company Name has been registered with the authorities in the PRC. Thereafter, the Company will carry out necessary filing procedures with the Companies Registry in Hong Kong. The Company will make further announcements on the effective date of the Change of Company Name.

Effect of the Change of Company Name

The proposed Change of Company Name will not affect any rights of the holders of securities of the Company. All existing certificates of securities in issue bearing the present name of the Company will, upon the proposed Change of Company Name becoming effective, continue to be evidence of title to such securities and the existing share certificates will continue to be valid for trading, settlement, registration and delivery purposes. There will not be any arrangement for exchange of the existing share certificates of securities for new share certificates under the new name of the Company free of charge. With the effect of the proposed Change of Company Name, any new issue of share certificates thereafter will only be in the new name of the Company.

Subject to the confirmation of The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**"), the English and Chinese stock short names of the Company for trading in the securities of the Company on the Stock Exchange will also be changed after the proposed Change of Company Name becoming effective.

PROPOSED AMENDMENTS TO THE ARTICLES OF ASSOCIATION

The Board proposed to make certain amendments to the current Articles of Association, in order to, among other things, reflect the Change of the Company Name.

The Proposed Amendments to the Articles of Association are subject to the approval of the Shareholders by way of special resolution at the EGM. The Proposed Amendments will become effective on the effective date of the Change of Company Name.

GENERAL

The EGM will be convened and held for the Shareholders to consider and, if thought fit, approve the special resolutions for the proposed Change of Company Name and Proposed Amendments to the Articles of Association. A circular of the Company containing, among other things, further information on the proposed Change of Company Name and the Proposed Amendments to the Articles of Association, together with the notice of the EGM and form of proxy will be published on the websites of the Stock Exchange and the Company in due course.

Further announcement(s) will be made by the Company as and when appropriate in relation to, among other things, the results of the EGM, the effective date of the proposed Change of Company Name, the new English and Chinese stock short names for trading in the securities of the Company on the Stock Exchange, and website of the Company (if applicable).

By order of the Board
Shanshan Brand Management Co., Ltd.
Luo Yefei
Chairman

Ningbo, the PRC, 27 December 2024

As at the date of this announcement, the executive Directors are Mr. Luo Yefei (Chairman), Mr. Cao Yang (Vice Chairman), 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.