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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)

**(1) POLL RESULTS OF THE RESOLUTIONS PASSED
AT THE 2025 FIRST EXTRAORDINARY GENERAL MEETING;
(2) CHANGE OF NON-EXECUTIVE DIRECTOR**

References are made to the notice (the “**EGM Notice**”) of 2025 first extraordinary general meeting (the “**EGM**”) and the circular (the “**Circular**”) of Shanshan Brand Management Co., Ltd. (the “**Company**”) both dated 5 February 2025. Unless the context requires otherwise, terms used herein shall have the same respective meanings as those defined in the Circular.

The Board announces that the Company held the EGM physically at Conference Room, Third floor of Building B1, Shanshan New Energy Base, 238 Yunlin Middle Road, Wangchun Industrial Park, Ningbo, Zhejiang Province, the PRC on Monday, 24 February 2025. All the proposed resolutions set out in the EGM Notice were duly passed by way of poll at the EGM.

The EGM was legally and validly convened in compliance with the laws and regulations of the PRC, including the Company Law of the PRC, and the requirements of the Articles of Association. Mr. Cao Yang, the vice-chairman of the Company, chaired the EGM.

The Company's H share registrar in Hong Kong, Boardroom Share Registrars (HK) Limited, was appointed and acted as the scrutineer for the vote-taking at the EGM.

All Directors attended the EGM in person or by electronic means.

POLL RESULTS OF THE EGM

As at the date of the EGM, there were 133,400,000 issued Shares, of which 100,000,000 Shares were Domestic Shares and 33,400,000 Shares were H Shares, being the total number of Shares entitling the Shareholders to attend and vote on all resolutions proposed at the EGM. The Shareholders in attendance either in person, by authorised representatives or by proxy at the EGM held a total of 64,829,400 Shares, representing approximately 48.60% of the total issued Shares as of the date of EGM. There were no Shares entitling the Shareholders to attend but abstain from voting in favour at the EGM as set out in Rule 13.40 of the Listing Rules.

No Shareholder was required under the Listing Rules to abstain from voting on the resolutions proposed at the EGM. No person has indicated in the Circular containing the EGM Notice his/her/its intention to abstain from voting on or vote against any of the resolutions proposed at the EGM.

The poll results of the resolutions proposed at the EGM are as follows:

Ordinary Resolution		Number of Votes (approximate %)		
		For	Against	Abstain
1.	To consider and approve the proposed appointment of non-executive director;	64,829,400 (100.0000%)	0 (0.0000%)	0 (0.0000%)
Special Resolutions				
2.	To consider and approve the proposed change of company name of the Company; and	64,829,400 (100.0000%)	0 (0.0000%)	0 (0.0000%)
3.	To consider and approve the proposed amendments to the articles of association of the Company.	64,829,400 (100.0000%)	0 (0.0000%)	0 (0.0000%)

As the above resolution numbered 1 was voted favourably by more than half of the votes attaching to the Shares entitled to vote and held by the Shareholders, present in person, by authorised representative or by proxy, at the EGM, this resolution was duly passed as ordinary resolution.

As the above resolutions numbered 2 to 3 were voted favourably by more than two-thirds of the votes attaching to the Shares entitled to vote and held by the Shareholders, present in person, by authorised representative or by proxy, at the EGM, these resolutions were duly passed as special resolutions.

CHANGE OF NON-EXECUTIVE DIRECTOR

Following the approval by the Shareholders at the EGM, the Board is pleased to announce that Mr. Mao Weiyong (毛偉勇) (“**Mr. Mao**”) has been appointed as a non-executive Director for the third session of the Board at the EGM with effect from 24 February 2025 until the expiration of the term of the third session of the Board.

The biographical details of Mr. Mao and other information disclosed as required by Rule 13.51(2) of the Listing Rules are set out in the Circular. As at the date of this announcement, there has been no change in such information.

In addition, the resignation of Mr. Du Peng (“**Mr. Du**”) as a non-executive Director for the third session of the Board became effective immediately.

The Board would like to express its sincere appreciation to Mr. Du for his valuable contribution to the Company during his tenure of office and welcome Mr. Mao for joining the Board.

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

Ningbo, the PRC, 24 February 2025

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. Shen Jinxin and Mr. Mao Weiyong; and the independent non-executive Directors are Mr. Chow Ching Ning, Mr. Wang Yashan and Mr. Wu Xuekai.

In case of any inconsistency between the English and Chinese versions, the English text of this announcement shall prevail over the Chinese text.