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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)

**RETIREMENT OF NON-EXECUTIVE DIRECTOR AND
PROPOSED APPOINTMENT OF NON-EXECUTIVE DIRECTOR**

RETIREMENT OF NON-EXECUTIVE DIRECTOR

The board (the “**Board**”) of directors (the “**Directors**”) of Shanshan Brand Management Co., Ltd. (the “**Company**”) announces that Mr. Shen Jinxin (“**Mr. Shen**”) has decided not to offer himself for re-election as a non-executive Director (the “**NED**”) at the annual general meeting of the Company to be held on 9 June 2025 (the “**2025 AGM**”) in order to devote more time to his other business commitments. Accordingly, Mr. Shen will retire as a NED for the third session of the Board after the conclusion of the 2025 AGM.

Mr. Shen has confirmed that he does not have any disagreement with the Board and there are no matters in respect of his retirement above-mentioned, which need to be brought to the attention of the shareholders of the Company (the “**Shareholders**”) and the Stock Exchange.

The Board would like to take this opportunity to express its gratitude to Mr. Shen for his valuable contributions to the Company during his tenure with the Company.

PROPOSED APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The Board, with the recommendation of the nomination committee of the Board, has resolved to nominate Mr. Wang Mingming (王明明) (“**Mr. Wang**”) as a candidate for a NED of the fourth session of the Board, subject to the approval of the Shareholders by way of an ordinary resolution at the 2025 AGM.

The biographical details of Mr. Wang are set out as follows:

Mr. Wang Mingming, aged 52, is currently working in Jiaxing Yixiang Culture Communication Co., Ltd.* (嘉興醫相文化傳播有限公司) as an executive director. Mr. Wang graduated from Jiaxing Higher Technical College (now known as Jiaxing University) in 1993. He majored in textile engineering. After graduation, he worked in Jiaxing Tailian Minsheng Industrial Co., Ltd.* (嘉興台聯民生實業有限公司) and engaged in the sales of imported wool. In 1999, he worked at the Jiaxing branch of the National Timber Trade Market and became a general manager in 2001. In 2003, he served in Jiaxing Building Materials Market, fully responsible for attracting business. In 2008, Mr. Wang worked with Jiaxing Wu Yue Culture Communication Co., Ltd.* (嘉興吳越文化傳播有限公司) as a general manager. In 2011, he worked with Zhejiang Pojin Bay Investment and Development Co., Ltd.* (浙江泊金灣投資開發有限公司) as a general manager. In 2014, he founded Jiaxing Yixiang Culture Communication Co., Ltd.* (嘉興醫相文化傳播有限公司) for serving commercial enterprises, including commercial real estate planning and sales, individual traditional culture education and training, as well as product positioning and promotion.

The term of office of Mr. Wang as a NED will commence from the date of approval at the 2025 AGM and end when the term of the fourth session of the Board expires. Subject to the approval of the Shareholders by way of an ordinary resolution at the 2025 AGM, the Company will enter into a service contract with Mr. Wang. Mr. Wang will be entitled to a director's fee of HK\$60,000 per annum (before tax), which was determined by the Board on the recommendation of the remuneration committee of the Company with reference to his qualifications, experience, duties and responsibilities, and the prevailing market conditions.

Save as otherwise disclosed, Mr. Wang has confirmed that as at the date of this announcement, (i) he does not hold any other positions with the Company and other members of the Group; (ii) he does not, nor did he in the past three years, hold any directorships in other public companies the securities of which are listed on any securities market in Hong Kong or overseas; (iii) he does not have any relationships with any Directors, supervisors, senior management, substantial shareholders or controlling shareholders of the Company; and (iv) he does not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Save as disclosed above, Mr. Wang has confirmed that, there are no other matters relating to the proposed appointment that are required to be disclosed pursuant to Rule 13.51(2)(h) to (v) of the Listing Rules and there are no other matters relating to the proposed appointment that need to be brought to the attention of the Shareholders.

GENERAL

A circular containing, among other things, the details of the proposed appointment of Mr. Wang as a NED and a notice of the 2025 AGM will be published on the websites of the Stock Exchange and the Company in due course.

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

Ningbo, the People's Republic of China, 25 March 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. Mao Weiyong and Mr. Shen Jinxin; and the independent non-executive Directors are Mr. Chow Ching Ning, Mr. Wang Yashan and Mr. Wu Xuekai.

* *For identification purpose only*