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)

DATE OF BOARD MEETING

Shanshan Brand Management Co., Ltd. (the "**Company**") announces that a meeting of the board of directors of the Company (the "**Directors**") will be held on Tuesday, 26 August 2025 for the purposes of, amongst other matters, considering and approving the unaudited consolidated financial results of the Company and its subsidiaries for the six months ended 30 June 2025 for publication, and considering the declaration of an interim dividend, if any.

For and on behalf of
Shanshan Brand Management Co., Ltd.
Yan Jingfen
Executive Director and Joint Company Secretary

Ningbo, the People's Republic of China, 14 August 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. Wang Mingming; and the independent non-executive Directors are Mr. Chow Ching Ning, Mr. Wang Yashan and Mr. Wu Xuekai.