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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)

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 Friday, 20 March 2026 for the purposes of, among other matters, considering and approving the audited consolidated financial results of the Company and its subsidiaries for the year ended 31 December 2025 for publication, and considering the recommendation on the payment of a final 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, 10 March 2026

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.