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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 AMENDMENTS TO THE ARTICLES OF ASSOCIATION

This announcement is made by Shanshan Brand Management Co., Ltd. (the “**Company**”) pursuant to Rule 13.51(1) of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

Having regard to the actual circumstances of the Company and the relevant regulatory requirements, the board (the “**Board**”) of directors (the “**Directors**”) of the Company hereby proposes certain amendments (the “**Proposed Amendments**”) to the articles of association of the Company (the “**Articles of Association**”), which are intended, among other things, to (i) reflect the Listing Rules amendments, including the core shareholder protection standards as set out in Appendix A1 of the Listing Rules, further expansion of the paperless listing regime (including the use of electronic means for the giving and receipt of shareholder instructions) and other optimization amendments; (ii) prepare for the implementation of the uncertificated securities market regime; (iii) make amendments in accordance with the latest revised and effective Company Law (the “**Company Law**” or “**Companies Act**”) of the People's Republic of China (the “**PRC**”) and other relevant regulations and that the Supervisory Committee will no longer be established, with its functions and powers to be exercised by the Audit Committee of the Board; and (iv) incorporate other housekeeping changes (including reinstating the references to the Company's name in the Articles of Association, and, correspondingly, removing the substitutive amendments relating to the Company's name previously made in connection with the proposed change of the Company's name).

According to the Proposed Amendments, the expression “general meeting (股東大會)” is uniformly adjusted to “general meeting (股東會)”; due to the abolition of the supervisory committee, the audit committee shall exercise the functions and powers of the supervisory committee as stipulated in the Company Law, and the relevant clauses and descriptions of “supervisor(s)” and “supervisory committee” are deleted, or “supervisor(s)” and “supervisory committee” are adjusted to “member(s) of the audit committee” and “audit committee”.

The Proposed Amendments are subject to the approval by the shareholders (the “Shareholders”) of the Company at the forthcoming 2026 annual general meeting (the “AGM”) by way of special resolution. The Proposed Amendments will become effective upon approval by the Shareholders at the AGM.

Shareholders should note that the Articles of Association are available only in Chinese. The English translation provided is for reference only. In case of any inconsistency, the Chinese version shall prevail. After the Proposed Amendments formally come into effect, the full text of the revised Articles of Association will be published on the websites of the Stock Exchange and the Company.

GENERAL INFORMATION

The AGM will be held at Conference Room, Third floor of Building B1, Ningbo Haishu New Energy Innovation Centre, 238 Yunlin Middle Road, Wangchun Industrial Park, Ningbo, Zhejiang Province, the PRC, on Monday, 8 June 2026 at 10:00 a.m., to consider, and if thought fit, approve, among other things, a special resolution in relation to the Proposed Amendments to the Articles of Association. A supplemental circular containing the details of the Proposed Amendments to the Articles of Association and the supplemental notice of AGM of the Company 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 PRC, 19 May 2026

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