

Unless otherwise defined herein, capitalised terms in this announcement shall have the same meanings as those defined in the prospectus dated June 12, 2018 (the “**Prospectus**”) issued by Shanshan Brand Management Co., Ltd. (the “**Company**”).

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This announcement is for information purposes only and does not constitute an offer or an invitation to induce an offer by any person to acquire, purchase or subscribe for securities of the Company. Potential investors should read the Prospectus for detailed information about the Hong Kong Public Offering and the International Placing described below before deciding whether or not to invest in the H Shares thereby offered.

This announcement is not for release, publication, distribution, directly or indirectly, in or into the United States (including its territories and possessions, any state of the United States and the District of Columbia). This announcement does not constitute or form a part of any offer to sell or solicitation to purchase or subscribe for securities in the United States or in any other jurisdictions. The H Shares have not been, and will not be, registered under the United States Securities Act of 1933, as amended from time to time (the “**U.S. Securities Act**”) or any state securities laws of the United States.

The securities may not be offered or sold in the United States except pursuant to registration or an exemption from, or in a transaction not subject to the registration requirements of the U.S. Securities Act and any applicable state securities laws of the United States. There will not be and is not currently intended to be any public offering of securities of the Company in the United States. The Offer Shares are being offered and sold outside the United States as offshore transactions in accordance with Regulation S under the U.S. Securities Act.

In connection with the Global Offering, Dongxing Securities (Hong Kong) Company Limited, as stabilizing manager (the “**Stabilizing Manager**”), its affiliates or any person acting for them, on behalf of the Underwriters, to the extent permitted by applicable laws and regulatory requirements of Hong Kong or elsewhere, may effect transactions with a view to stabilizing or supporting the market price of the H Shares at a level higher than that which might otherwise prevail for a limited period after Listing Date. However, there is no obligation on the Stabilizing Manager, its affiliates or any person acting for it, to conduct any such stabilizing action, which, if commenced, will be done at the sole and absolute discretion of the Stabilizing Manager, its affiliates or any person acting for it, and may be discontinued at any time. Any such stabilizing activity is required to be brought to an end on the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering. Such stabilization action, if commenced, may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws, rules and regulatory requirements, including the Securities and Futures (Price Stabilizing) Rules, as amended, made under the Securities and Futures Ordinance (Cap 571 of the Laws of Hong Kong).

Potential investors should be aware that stabilizing action cannot be taken to support the price of the H Shares for longer than the stabilization period which begins on the Listing Date and is expected to expire on Sunday, July 15, 2018, being the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering. After this date, no further stabilizing action may be taken, demand for the H Shares, and therefore the price of the H Shares, could fall.

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)*

**GLOBAL OFFERING**

**Number of Offer Shares under : 33,400,000 H Shares**  
**the Global Offering**

**Number of Hong Kong Offer Shares : 16,700,000 H Shares (as adjusted after  
reallocation)**

**Number of International Placing Shares : 16,700,000 H Shares (as adjusted after  
reallocation)**

**Offer Price : HK\$3.78 per H Share, plus brokerage of 1%,  
SFC transaction levy of 0.0027%, and Stock  
Exchange trading fee of 0.005%**

**Nominal value : RMB1.00 per H Share**

**Stock code : 1749**

*Sole Sponsor*



*Joint Global Coordinators, Joint Bookrunners and Joint Lead Managers*



*Joint Bookrunners and Joint Lead Managers*

