

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*

## 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, 25 March 2025 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 2024 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, 13 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.*