



Baozun Files Annual Report on Form 20-F for Fiscal Year 2015

April 8, 2016

SHANGHAI, China, April 08, 2016 (GLOBE NEWSWIRE) -- Baozun Inc. (Nasdaq:BZUN) ("Baozun" or the "Company"), the leading brand e-commerce solutions provider in China, today announced that it filed its annual report on Form 20-F for the fiscal year ended December 31, 2015 with the Securities and Exchange Commission ("SEC") on April 8, 2016. The annual report can be accessed on the Company's investor relations website at <http://ir.baozun.com> as well as the SEC's website at <http://www.sec.gov>.

The Company will provide a hard copy of its annual report containing the audited consolidated financial statements, free of charge, to its shareholders and ADS holders upon request. Requests should be directed to the Company's IR Department at ir@baozun.com.

About Baozun Inc.

Baozun is the leading brand e-commerce solutions provider in China that helps brand partners execute their e-commerce strategies. The Company's integrated capabilities encompass all aspects of the e-commerce value chain, covering IT solutions, store operations, digital marketing, customer services, warehousing and fulfillment. The Company helps brand partners execute their e-commerce strategies in China by selling their goods directly to customers online or by providing services to assist with their e-commerce operations.

For more information, please visit <http://ir.baozun.com>

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