



## Baozun Strengthens Logistics Network With Sixth Warehouse in Guangzhou

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SHANGHAI, China, July 8, 2015 (GLOBE NEWSWIRE) -- Baozun Inc. (Nasdaq:BZUN) ("Baozun" or the "Company"), the leading brand e-commerce solutions provider in China, today announced that operations at the Company's sixth and newest logistics warehouse ("the Guangzhou warehouse") in Guangzhou, Guangdong Province began on July 3, 2015.

Located in the Alibaba Cainiao Logistics Park and outfitted with Baozun's proprietary warehouse management system, the Guangzhou warehouse has a gross floor area of 5,000 m<sup>2</sup> and the ability to handle 20,000 daily orders. With each of Baozun's warehouses customized to cater to different product categories, the Guangzhou warehouse will closely monitor each step of the fulfillment process for home appliances, building materials and fast-moving consumer goods before expanding into more categories such as apparel. With the addition of the Guangzhou warehouse, the Company now operates warehouses with an aggregate gross floor area of close to 90,000 m<sup>2</sup>.

In addition to the warehouses in Suzhou and Hong Kong, the Guangzhou warehouse strengthens the Company's logistical presence in southern China allowing it to reduce transportation costs and delivery times to provide next day delivery service to core cities located in Guangdong, Fujian, Jiangxi, Hunan, Guangxi and Hainan Provinces. Next day delivery services will gradually be rolled out to additional second-tier cities in the region.

"The opening of our sixth warehouse in Guangzhou significantly strengthens our logistical presence in southern China and will provide us with greater supply chain flexibility, improve our cost structure and enhance the customer experience," commented Mr. Vincent Qiu, Chief Executive Officer of Baozun. "We will continue to expand our logistical infrastructure by building warehouses in strategic locations across China to support of our long-term growth and provide our clients with continuously improving e-commerce solutions."

### Safe Harbor Statements

This news release contains forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "target," "going forward," "outlook" and similar statements. Such statements are based upon management's current expectations and current market and operating conditions, and relate to events that involve known or unknown risks, uncertainties and other factors, all of which are difficult to predict and many of which are beyond the Company's control, which may cause the Company's actual results, performance or achievements to differ materially from those in the forward-looking statements. Further information regarding these and other risks, uncertainties or factors is included in the Company's filings with the U.S. Securities and Exchange Commission. The Company does not undertake any obligation to update any forward-looking statement as a result of new information, future events or otherwise, except as required under law.

### 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. With e-commerce in China growing rapidly in both scale and complexity, brands look to Baozun as a trusted partner and rely on its local knowledge and industry expertise to execute their e-commerce strategies.

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

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