



Baozun Signs Cooperation Agreement With Alibaba Group's Logistics Arm Cainiao

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SHANGHAI, China, July 22, 2015 (GLOBE NEWSWIRE) -- Baozun Inc. (Nasdaq:BZUN) ("Baozun" or the "Company"), the leading brand e-commerce solutions provider in China, today announced that the Company has signed a cooperation agreement with Alibaba Group Holding Limited's ("Alibaba") (NYSE:BABA) logistics arm Cainiao Network Technology Co., Ltd. ("Cainiao"). The agreement is part of the Company's plan to strengthen its logistics network in southern China by opening its sixth and newest logistics warehouse ("Guangzhou warehouse") in Guangzhou's Alibaba Cainiao Logistics Park.

Cainiao was founded in 2013 by Alibaba and a consortium of logistics companies in China. Cainiao operates a proprietary logistics platform that links third-party warehouses and distribution centers with logistics providers in order to enable greater efficiency across the entire delivery process. Cainiao's platform plugs directly into the back-end of numerous e-commerce platforms, allowing each party to share and integrate confidential information on orders, inventory levels and delivery status.

According to the terms of the agreement, Baozun's Guangzhou warehouse will sync directly with Cainiao's platform, allowing the Company to improve the experience for both its brand e-commerce partners and buyers by closely monitoring and improving each step of the fulfillment process.

Mr. Vincent Qiu, Baozun's CEO, commented, "With the signing of this agreement, we will be able to use Cainiao's platform to provide our brand partners with better overall e-commerce logistics. By leveraging on our Guangzhou warehouse's geographical location and Cainiao's platform, we will be able to reduce transportation costs and inventory levels, shorten delivery times, and increase overall efficiency across southern China. Improving our logistical capabilities through agreements with platforms such as Cainiao's directly supports our long-term growth by providing our clients with a better overall e-commerce solution."

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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