



Baozun Expands Logistics Network With Opening of Warehouse in Beijing

September 25, 2015

SHANGHAI, China, Sept. 25, 2015 (GLOBE NEWSWIRE) -- Baozun Inc. (Nasdaq:BZUN) ("Baozun" or the "Company"), the leading e-commerce solutions provider in China, today announced that operations at the Company's seventh logistics warehouse ("the Beijing warehouse") in Beijing began in September 2015.

The Beijing warehouse is the Company's first warehouse in northern China and is the third opened this year. With the addition of the Beijing warehouse, the Company now operates warehouses with an aggregate gross floor area of close to 100,000 m². In addition to the warehouses in Guangzhou, Suzhou and Hong Kong, the Beijing warehouse will seamlessly fit into the Company's overall e-commerce logistics network in China and strengthen its presence in northern China allowing it to reduce transportation costs and delivery times to provide next day delivery service to core northern cities.

The geographic expansion of the Company's warehouses will provide its brand partners with ample resources to meet the enormous surge that takes place in the days following China's November 11 Singles' Day shopping festival in a timely and efficient manner.

"The opening of our seventh warehouse in Beijing will strengthen our logistical presence in Northern China and allow us to provide a better end-to-end ecommerce solution to our brand partners," commented Mr. Vincent Qiu, Chief Executive Officer of Baozun. "With November 11 rapidly approaching, warehouse overload is a major concern for each of our brand partners. Last year, Baozun delivered over 1 million orders during the shopping festival. With that number expected to surge this year, it is extremely important for us to prepare for this by expanding our regional logistical infrastructure to increase logistical efficiency, lower shipping costs and provide better services. I am confident that we will be able to meet the surge and provide better fulfillment services with the addition of the Beijing warehouse this year. We will continue to expand our logistical infrastructure by establishing new warehouses in strategic locations across China to further improve our fulfillment efficiency and support long-term growth."

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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