



Baozun Signs New Brand Partner ALDO Group

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SHANGHAI, China, Oct. 09, 2015 (GLOBE NEWSWIRE) -- Baozun Inc. (Nasdaq:BZUN) ("Baozun" or the "Company"), the leading e-commerce solutions provider in China, today extended its list of brand partners with the addition of ALDO Group ("ALDO"), a privately held Canadian company that specializes in high-quality fashion shoes and accessories.

With a globe-trotting design team that keeps up on all trends, the footwear aficionados at ALDO offer up a directional edit of shoes, boots, and handbags. ALDO highly values Baozun's ability to constantly improve capabilities and provide superior end-to-end e-commerce solutions.

"I am pleased to welcome ALDO to the growing family of global brands that we work with in China's vibrant e-commerce sector," commented Mr. Vincent Qiu, Chief Executive Officer of Baozun. "With China's consumption expected to grow, we look forward to working closely with ALDO as we introduce them and other high-quality international brands to Chinese consumers where I am sure they will flourish. The addition of ALDO to our portfolio of brand partners clearly demonstrates our leading position in China's brand e-commerce solutions market and our ability to effectively manage their online presence from their stores on China's leading online marketplaces to order fulfillment and delivery. We will continue to seek out new brand partners as we work to increase shareholder value 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.

About ALDO Group

ALDO is a privately held company that specializes in high-quality fashion shoes and accessories. Built on the core values of Love, Integrity and Respect, the company places a premium on working to enrich the communities in which its employees live and work. Founded in 1972 by Aldo Bensadoun, the ALDO Group operates over 2,500 stores in over 98 countries throughout the world, including Canada and the USA, as well as regions of Europe, The Middle East, Australia, Africa and Asia.

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

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