



Baozun Increases O2O Shipping Efficiency with its App Shopdog

December 20, 2016

SHANGHAI, China, Dec. 20, 2016 (GLOBE NEWSWIRE) -- Baozun Inc. (Nasdaq:BZUN) ("Baozun" or the "Company"), the leading brand e-commerce service partner that helps brands execute their e-commerce strategies in China, today announced that it has increased O2O shipping efficiency through its self-developed intelligent application Shopdog. Shopdog increases efficiency and reduces order fulfillment time and cost by integrating both online and offline inventory, allowing brands to sell offline store inventory online. Shopdog's first large-scale implementation of its integrated O2O inventory management system was during the December 12, 2016 ("Double 12") promotional sales day.

Designed for use on tablets, Shopdog was developed to enhance the customer experience and help brand partners closely integrate online sales channels with offline store inventories, allowing offline stores to sell inventory through online stores with an integrated warehouse management system. Shopdog also increases efficiency by utilizing offline stores for returns, exchanges, payment and pickup of online orders and allows consumers to make orders online in offline stores when products are out of stock. Following successful trial runs in a number of offline stores in Hong Kong in the past, Shopdog is currently being rolled out across mainland Chinese Tier 1 and 2 cities for two apparel brand partners.

Mr. Tony Wu, Chief Technology Officer of Baozun, commented, "We are very excited to begin rolling Shopdog out across mainland China where our brand partners are increasingly demanding integrated O2O options for their offline stores. Shopdog is the leading and crucial component in the integration of omni-channel solutions for brand e-commerce in China. The scalability of our system easily allows us to customize O2O solution for various brands. We are able to directly support a growing array of transactions as we add new brand partners, integrate new channels and adjust to fluctuating consumer demand. Shopdog embodies these capabilities and helps our brand partners increase efficiency and lower fulfillment time and cost by integrating offline and online inventories to the great satisfaction of our brand partners. Encouraged by the excellent feedback from consumers and brand partners, we look forward to introducing this exciting new solution to dozens of strong brands we currently have in the pipeline which include apparel, home and furnishing brands. We will continue to explore innovative ways to further provide unique value to our brand partners."

About Baozun Inc.

Baozun is the leading brand e-commerce service partner in China that helps brands execute their e-commerce strategies in China by selling their goods directly to consumers online or by providing services to assist with their e-commerce operations. 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.

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

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