



Baozun Files Annual Report on Form 20-F for Fiscal Year 2022

April 25, 2023

SHANGHAI, China, April 25, 2023 (GLOBE NEWSWIRE) -- Baozun Inc. (Nasdaq: BZUN and HKEX: 9991) ("Baozun", the "Company" or the "Group"), a leading brand e-commerce solution provider and digital commerce enabler in China, today announced that it filed its annual report on Form 20-F for the fiscal year ended December 31, 2022 with the U.S. Securities and Exchange Commission ("SEC") on April 25, 2023.

The annual report can be accessed on the Company's investor relations website at <http://ir.baozun.com> as well as the SEC's website at <http://www.sec.gov>.

The Company will provide a hard copy of its annual report containing the audited consolidated financial statements, free of charge, to its shareholders and ADS holders upon request. Requests should be directed to the Company's IR Department at ir@baozun.com.

The Company has also published its annual report for Hong Kong (the "HK Annual Report") pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited ("HKEX")(the "Listing Rules"), which can be accessed on the Company's investor relations website at <http://ir.baozun.com> as well as the HKEX's website at <http://www.hkexnews.hk>.

Hard copies of the HK Annual Report will be dispatched in accordance to Rule 13.46(2) of the Listing Rules.

About Baozun Inc.

Founded in 2007, Baozun Inc. is a leader in brand e-commerce service, brand management, and digital commerce service. It serves more than 400 brands from various industries and sectors around the world, including East and Southeast Asia, Europe and North America.

Baozun Inc. comprises three major business lines -- Baozun e-Commerce (BEC), Baozun Brand Management (BBM) and Baozun International (BZI) and is committed to accelerating high-quality and sustainable growth. Driven by the principle that "Technology Empowers the Future Success", Baozun's business lines are devoted to empowering their clients' business and navigating their new phase of development.

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

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Source: Baozun Inc.