

Baozun Records Total Order Value of RMB4.99 Billion during 2017 Singles Day

SHANGHAI, China, Nov. 13, 2017 (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 total order value settled through payment gateways on all of its e-commerce channels reached RMB4.99 billion during Singles Day 2017, almost double the amount achieved on the same day in 2016.

Baozun began preparing for Singles Day in June 2017 to ensure that it was adequately prepared to meet the enormous surge in orders. Technology plays a central role in Baozun's strategy and has become increasingly more important during Singles Day to ensure the seamless integration of the Company's IT infrastructure, online store management, digital marketing, customer service, warehousing and fulfillment, and back-end administration. Baozun's sophisticated IT infrastructure was also further strengthened, allowing it to process millions of orders per hour during peak time on Singles Day. These IT systems now include new tools such as AI customer service bots and more than one hundred self-developed all-encompassing management tools for online stores which significantly increase operational efficiency and improve the shopping experience for consumers. These innovative technologies also allow Baozun to drive industry growth through innovation and benefit from the omni-channel shift that is taking place in the New Retail Era in China.

As part of its effort to support brand partners' promotional activities during Singles Day, Baozun began jointly implementing detailed execution plans and rolling out comprehensive digital marketing solutions with its brand partners in July 2017, based on big data analysis and its in-depth understanding of consumer behavior. As part of this initiative, Baozun launched unified marketing campaigns for brand partners starting in August 2017 that simultaneously use a wide variety of multi-media formats across multiple marketing channels.

Mr. Vincent Qiu, Chief Executive Officer of Baozun, commented, "Total order value almost doubled from last year's Singles Day demonstrating the effectiveness of our strategic foresight to adequately plan and cooperate with our brand partners for a massive surge in orders. Our proven operational capabilities, strengthened IT infrastructure and the expanded array of solutions we offer allowed us to settle over 12 million orders on Singles Day, an increase of 87% compared with last year. We remain committed to investing and further developing our IT systems, warehousing and fulfillment infrastructure and increasing operational efficiency throughout our entire business. We will continue to partner with leading international brands that benefit from strong consumer recognition and demand. I am confident in our ability to continue offering more innovative solutions that will support both our long-term growth and strengthen our market leading position."

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 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>

For investor and media inquiries, please contact:

Baozun Inc.
Ms. Caroline Dong
ir@baozun.com

Christensen

In China
Mr. Christian Arnell
Phone: +86-10-5900-1548
E-mail: carnell@christensenir.com

In US
Ms. Linda Bergkamp
Phone: +1-480-614-3004
Email: lbergkamp@ChristensenIR.com

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