

Baozun Files Annual Report on Form 20-F for Fiscal Year 2016

SHANGHAI, China, April 12, 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 it filed its annual report on Form 20-F for the fiscal year ended December 31, 2016 with the Securities and Exchange Commission ("SEC") on April 12, 2017. 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.

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 end-to-end brand e-commerce 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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