

Baozun Inc.  
Form F-6EF  
April 04, 2019

As filed with the U.S. Securities and Exchange Commission on April 4, 2019

**Registration No. 333-**

**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

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**FORM F-6**

**REGISTRATION STATEMENT UNDER THE SECURITIES ACT OF 1933**

**For Depositary Shares Evidenced by American Depositary Receipts**

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**Baozun Inc.**

**(Exact name of issuer of deposited securities as specified in its charter)**

**n/a**

**(Translation of issuer's name into English)**

**Cayman Islands**

**(Jurisdiction of incorporation or organization of issuer)**

**JPMORGAN CHASE BANK, N.A.**

**(Exact name of depositary as specified in its charter)**

**383 Madison Avenue, Floor 11, New York, New York 10179**

**Telephone (800) 990-1135**

(Address, including zip code, and telephone number, including area code, of depositary's principal executive offices)

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**Cogency Global, Inc.**

**10 E. 40th Street, 10th Floor**

**New York, New York 10016**

**(800) 221-0102**

(Address, including zip code, and telephone number, including area code, of agent for service)

*Copy to:*

**Scott A. Ziegler, Esq.  
Ziegler, Ziegler & Associates LLP**

**570 Lexington Avenue, Suite 2405**

**New York, New York 10022**

**(212) 319-7600**

It is proposed that this filing become effective under Rule 466

immediately upon filing  
on (Date) at (Time)

If a separate registration statement has been filed to register the deposited shares, check the following box.

**CALCULATION OF REGISTRATION FEE**

Title of each class of	Amount	Proposed maximum aggregate price per unit <sup>(1)</sup>	Proposed maximum aggregate offering price <sup>(2)</sup>	Amount of registration fee
Securities to be registered	to be registered			
	50,000,000			
American Depositary Shares evidenced by American Depositary Receipts, each American Depositary Share representing three class A ordinary shares of Baozun Inc.	American Depositary Shares	\$0.05	\$2,500,000	\$303

(1) Each unit represents one American Depositary Share.

Estimated solely for the purpose of calculating the registration fee. Pursuant to Rule 457(k), such estimate is (2) computed on the basis of the maximum aggregate fees or charges to be imposed in connection with the issuance of American Depositary Receipts evidencing American Depositary Shares.

**Pursuant to Rule 429, the Prospectus contained herein also relates to the American Depositary Shares registered under Form F-6 Registration Statement No. 333-204030. This Registration Statement constitutes Post-Effective Amendment No. 1 to Registration No. 333-204030.**

## PART I

### INFORMATION REQUIRED IN PROSPECTUS

The Prospectus consists of the proposed form of American Depositary Receipt (“ADR” or “American Depositary Receipt”) included as Exhibit A to the Amended and Restated Deposit Agreement filed as Exhibit (a) to this Registration Statement, which is incorporated herein by reference.

### CROSS REFERENCE SHEET

#### Item 1. DESCRIPTION OF SECURITIES TO BE REGISTERED

<u>Item Number and Caption</u>	<u>Location in Form of American Depositary Receipt Filed Herewith as Prospectus</u>
(1) Name and address of Depositary	Introductory paragraph and bottom of face of American Depositary Receipt
(2) Title of American Depositary Receipts and identity of deposited securities	Face of American Depositary Receipt, top center
Terms of Deposit:	
(i) Amount of deposited securities represented by one unit of American Depositary Shares	Face of American Depositary Receipt, upper right corner
(ii) Procedure for voting, if any, the deposited securities	Paragraph (12)
(iii) Collection and distribution of dividends	Paragraphs (4), (5), (7) and (10)
(iv) Transmission of notices, reports and proxy soliciting material	Paragraphs (3), (8) and (12)
(v) Sale or exercise of rights	Paragraphs (4), (5) and (10)
(vi) Deposit or sale of securities resulting from dividends, splits or plans of reorganization	Paragraphs (4), (5), (10) and (13)
(vii)	Paragraphs (16) and (17)

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Amendment, extension or termination of the Deposit  
Agreement

- |        |   |                                   |
|--------|---|-----------------------------------|
| (viii) | Rights of holders of ADRs to inspect the transfer books of the Depositary and the list of Holders of ADRs | Paragraph (3)                     |
| (ix)   | Restrictions upon the right to deposit or withdraw the underlying securities                              | Paragraphs (1), (2), (4), and (5) |
| (x)    | Limitation upon the liability of the Depositary   | Paragraph (14)                    |
| (3)    | Fees and Charges  | Paragraph (7)                     |

**Item 2. AVAILABLE INFORMATION**

<u>Item Number and</u>	Location in Form of American Depositary
<u>Caption</u>	<u>Receipt Filed Herewith as Prospectus</u>

<p>Statement that Baozun Inc. is subject to the periodic reporting requirements of the Securities Exchange Act of 1934, as amended, and, accordingly files certain reports with the Securities and Exchange Commission, (b) and that such reports can be inspected by holders of American Depositary Receipts and copied at public reference facilities maintained by the Securities and Exchange Commission in Washington, D.C.</p>	<p>Paragraph (8)</p>
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## PART II

### INFORMATION NOT REQUIRED IN PROSPECTUS

#### Item 3. EXHIBITS

- Form of Deposit Agreement.** Form of Amended and Restated Deposit Agreement dated as of \_\_\_\_\_, 2019
- (a) among Baozun Inc., JPMorgan Chase Bank, N.A., as depositary (the "Depositary"), and all Holders and Beneficial Owners from time to time of ADRs issued thereunder (the "Deposit Agreement"). Filed herewith as Exhibit (a).
- (b) **Any other agreement to which the Depositary is a party relating to the issuance of the American Depositary Shares registered hereunder or the custody of the deposited securities represented thereby.** Not Applicable.
- (c) **Every material contract relating to the deposited securities between the Depositary and the issuer of the deposited securities in effect at any time within the last three years.** Not Applicable.
- (d) **Opinion of Ziegler, Ziegler & Associates LLP, counsel to the Depositary, as to the legality of the securities being registered.** Filed herewith as Exhibit (d).
- (e) **Certification under Rule 466.** Filed herewith as Exhibit (e).
- (f) **Power of Attorney for certain officers and directors and the authorized representative of the Company.** Set forth on the signature pages hereto.

#### Item 4. UNDERTAKINGS

- The Depositary hereby undertakes to make available at the principal office of the Depositary in the United States,
- (a) for inspection by holders of the American Depositary Receipts, any reports and communications received from the issuer of the deposited securities which are both (1) received by the Depositary as the holder of the deposited securities, and (2) made generally available to the holders of the underlying securities by the issuer.
- (b) If the amounts of fees charged are not disclosed in the prospectus, the Depositary undertakes to prepare a separate document stating the amount of any fee charged and describing the service for which it is charged and to deliver promptly a copy of such fee schedule without charge to anyone upon request. The Depositary undertakes to notify

each registered holder of an American Depositary Receipt thirty days before any change in the fee schedule.



**SIGNATURE**

Pursuant to the requirements of the Securities Act of 1933, as amended, JPMorgan Chase Bank, N.A. on behalf of the legal entity created by the Deposit Agreement, certifies that it has reasonable grounds to believe that all the requirements for filing on Form F-6 are met and has duly caused this Registration Statement to be signed on its behalf by the undersigned, thereunto duly authorized, in The City of New York, State of New York, on April 4, 2019.

Legal entity created by the form of Deposit Agreement for  
the issuance of ADRs evidencing American Depositary  
Shares

By: JPMORGAN CHASE BANK, N.A., as Depositary

By: /s/ Lisa M. Hayes

Name: Lisa M. Hayes

Title: Vice President

## **SIGNATURES**

Pursuant to the requirements of the Securities Act of 1933, Baozun Inc. certifies that it has reasonable grounds to believe that all the requirements for filing on Form F-6 are met and has duly caused this Registration Statement on Form F-6 to be signed on its behalf by the undersigned, thereunto duly authorized, in Shanghai, People's Republic of China, on April 4, 2019.

Baozun Inc.

By: /s/ Vincent Wenbin Qiu

Name: Vincent Wenbin Qiu

Title: Director and Chief Executive Officer

## POWER OF ATTORNEY

KNOW ALL PERSONS BY THESE PRESENTS, that each person whose signature appears below constitutes and appoints Vincent Wenbin Qiu and Robin Bin Lu, and each of them, his or her true and lawful attorneys-in-fact and agents, each with full power of substitution and resubstitution, for him or her and in his or her name, place and stead, in any and all capacities, to sign any or all amendments (including post-effective amendments) to this Registration Statement and any and all related registration statements pursuant to Rule 462(b) of the Securities Act, and to file the same, with all exhibits thereto, and other documents in connection therewith, with the Securities and Exchange Commission, hereby ratifying and confirming all that said attorneys-in-fact and agents, or any of them, or their substitute or substitutes, may lawfully do or cause to be done by virtue hereof.

Under the requirements of the Securities Act, this Registration Statement has been signed by the following persons on April 4, 2019, in the capacities indicated.

### Signature

### Title

/s/ Vincent Wenbin Qiu	Director and Chief Executive Officer
Name: Vincent Wenbin Qiu	(principal executive officer)
/s/ Robin Bin Lu	Chief Financial Officer
Name: Robin Bin Lu	(principal financial and accounting officer)
/s/ Junhua Wu	Director and Chief Growth Officer
Name: Junhua Wu	
/s/ Satoshi Okada	Director
Name: Satoshi Okada	
/s/ Gang Yu	Director
Name: Gang Yu	
/s/ Jessica Xiuyun Liu	Director
Name: Jessica Xiuyun Liu	
/s/ Yiu Pong Chan	Director
Name: Yiu Pong Chan	
/s/ Bin Yu	Director

Name: Bin Yu

/s/ Steve Hsien-Chieng Hsia      Director  
Name: Steve Hsien-Chieng Hsia

/s/ Changqing Ye      Director  
Name: Changqing Ye

**SIGNATURE OF AUTHORIZED REPRESENTATIVE OF THE REGISTRANT**

Under the Securities Act of 1933, as amended, the undersigned, the duly authorized representative in the United States of Baozun Inc., has signed this Registration Statement in New York, New York, United States of America, on April 4, 2019.

Authorized U.S.  
Representative

COGENCY GLOBAL, INC.

By: /s/ Siu Fung Ming  
Name: Siu Fung Ming  
Title: Assistant Secretary

## INDEX TO EXHIBITS

Exhibit

Number

- (a) Form of Amended and Restated Deposit Agreement
- (d) Opinion of Ziegler, Ziegler & Associates LLP, counsel to the Depositary, as to the legality of the securities to be registered.
- (e) Rule 466 Certification