



Secoo Welcomes Emporio Armani Flagship Store

March 19, 2018

BEIJING, March 19, 2018 (GLOBE NEWSWIRE) -- Secoo Holding Limited ("Secoo" or the "Company") (NASDAQ:SECO), Asia's largest online integrated upscale products and services platform, today announced that Emporio Armani has opened a flagship store on its online platform that will make the global upscale label accessible to high-end customer base on Secoo's online platform.

"We are pleased to launch this direct partnership with the Giorgio Armani Group, a top-tier Italian fashion house, and feature the Emporio Armani 2018 new summer collection to our customers in its new flagship store. This new offering allows our customers to better keep current with global top-tier fashion trends and further enhances their premium shopping experience on Secoo's platform," said Mr. Richard Li, Chairman and Chief Executive Officer of Secoo. "As part of our leading position in the upscale products and services marketplace, we are very proud to welcome the Emporio Armani brand to our platform and will continue to strive to strengthen direct partnerships with a broad base of top-tier global brands and capitalize on the increasing demand for high quality products and services among Chinese consumers."

Emporio Armani has become a fashion icon for global fashion followers. Through vivid urban language, it has consistently interpreted leisure and elegance and expressed vitality and freedom, creating a unique style of seduction known the world over. Emporio Armani is all about design. Its clothing and accessories, including eye ware, watches and jewelry, are infused with youthful energy and reflect a dynamic lifestyle.

About Secoo Holding Limited

Secoo Holding Limited ("Secoo") is Asia's largest online integrated upscale products and services platform as measured by GMV in 2016. Secoo provides customers a wide selection of authentic upscale products and lifestyle services on the Company's integrated online and offline shopping platform which consists of the Secoo.com website, mobile applications and offline experience centers, offering over 300,000 SKUs, covering over 3,000 global and domestic brands. Supported by the Company's proprietary database of upscale products, authentication procedures and brand cooperation, Secoo is able to ensure the authenticity and quality of every product offered on its platform.

For more information, please visit ir.secoo.com

Safe Harbor Statement

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the Private Securities Litigation Reform Act of 1995. These forward-looking statements include but are not limited to Secoo management quotes and the Company's financial outlook. These forward-looking statements can be identified by terminology such as "will," "estimate," "project," "predict," "believe," "expect," "anticipate," "intend," "potential," "plan," "goal" and similar statements. Secoo Holding Limited may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Such statements involve certain risks and uncertainties that could cause actual results to differ materially from those expressed or implied in the forward-looking statements. These forward-looking statements include, but are not limited to, statements about: the Company's goals and strategies; its future business development, financial condition and results of operations; its ability to attract and retain new customers and to increase revenues generated from repeat customers; its expectations regarding demand for and market acceptance of its products and services; trends and competition in China's e-commerce market; changes in its revenues and certain cost or expense items; the expected growth of the Chinese e-commerce market; Chinese governmental policies relating to the Company's industry and general economic conditions in China. For additional information on these and other important factors that could adversely affect the Company's business, financial condition, results of operations and prospects, please see its filings with the U.S. Securities and Exchange Commission.

Secoo Holding Limited does not undertake any obligation to update any forward-looking statement, except as required under applicable law. All information provided in this press release and in the attachments is as of the date of this press release, and Secoo Holding Limited undertakes no duty to update such information, except as required under applicable law.

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