



Secoo Announces Strategic Partnerships with Renowned Fashion Show Host

April 2, 2018

BEIJING, April 02, 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 it has entered exclusive strategic partnership with renowned fashion show host, Ontimeshow, following its cooperation with the Top 100 Global Designers Alliance (the "Top 100") during the 2018 Shanghai International Fashion Week opened on March 27, 2018. Through these partnerships, Secoo will build an original designer platform with more than 300 indie designers from Top 100 and Ontimeshow.

"We are pleased to launch Secoo's designer channel and cooperation with cutting-edge fashion designers aiming to enhance our influence in the fashion world and to help promote more Chinese indie designers to the global stage," said Mr. Richard Li, Chairman and Chief Executive Officer of Secoo. "With our firm commitment to serving high-end customers with extensive and superior merchandise and lifestyle portfolios, we will leverage our massive luxury consumption data on Secoo's platform to provide the emerging fashion designers with a comprehensive business development platform. By promoting our designer channel, we intend to introduce more Chinese original design brands to the global fashion market as well as to provide our premium consumers with more upscale original Chinese designed products."

Launched in Oct 2014, Ontimeshow is a biannual trade show located in Shanghai. Over the past three years, Ontimeshow has grown from a trade show containing 48 brands and 355 visitors to over 270 brands and 13,000 professional visitors each season. From the very beginning, Ontimeshow planned to position itself above an ordinary fashion trade fair. It not only opens up new retail channels for independent designer brands, but also builds up a multi-disciplinary communication platform for the local fashion industry.

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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