



## Secoo Announces Strategic Business Cooperation Partnership with Spring

May 6, 2019

BEIJING, May 06, 2019 (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 signed a Business Cooperation Agreement with Spring Studios and Spring Place ("Spring"). Spring Studios is an innovative agency creating communications for fashion, beauty, lifestyle and luxury brands, and home to some of the most prestigious and innovative events in New York and London, such as New York Fashion Week and Tribeca Film Festival. Since its inception, Spring has created a space for leading designers from Calvin Klein, to Diane von Furstenberg to showcase their work during New York Fashion Week.

Cooperation extends to Spring's activity around premier art, fashion and cultural events and influencers including:

- Tribeca Film Festival
- NY Fashion Week
- Independent Art Fair
- Executives and designers at major fashion houses
- Select premier media partners

Under the agreement, the collaborative partnership is expected to amplify brand synergies and the marketing-forward missions of the parties including: luxury marketing; introductions and collaborations with top influencers across fashion, art and media; international membership drives; new business initiatives; and up-front digital and offline marketing opportunities for the Secoo brand including premier art and fashion events in New York and Beverly Hills and around the world.

"We're pleased to announce this strategic partnership with Spring, the agreement broadens our international presence, fostering creative connectivity with key influencers at the intersection of art, fashion, media and luxury brands," said Richard Li, Chairman and Chief Executive Officer of Secoo. "As we begin this collaborative journey with Spring, we look to further leverage our brands' strengths and infrastructure, further enhancing our reputation as China's premiere international luxury consumer marketplace. Our partnership pipeline remains healthy and will continue to seek further opportunities to work with KOL and industry leaders while promoting the Company's diverse catalog of upscale products and lifestyle services."

"We are thrilled to welcome Secoo in the Spring Place family and look forward to taking this company to the next level," said Alessandro Cajrati Crivelli, Chairman and Co-Founder of Spring Place. "As we are looking to expand to Europe and then Asia, our shared passion for the creative and innovating community will with no doubt be key in establishing ourselves as leaders in our marketplace. Particularly in China, that Spring Place considers of paramount importance, the alliance with Secoo will prove to be incredibly exciting."

### 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 400,000 SKUs, covering over 3,800 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](http://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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