



Ruhnn Holding Limited to Participate in Upcoming Investor Conferences

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HANGZHOU, China, Oct. 31, 2019 (GLOBE NEWSWIRE) -- Ruhnn Holding Limited ("Ruhnn" or the "Company") (NASDAQ: RUHN), the largest internet key opinion leader ("KOL") facilitator in China as measured by revenue in 2018, according to Frost & Sullivan, today announced its participation in the following investor conferences:

- Citi China Investor Conference 2019, November 5-6, at Grand Hyatt Hotel in Shenzhen, China
- BofAML 2019 China Conference, November 7, at JW Marriott Hotel (Chaoyang) in Beijing, China
- Citi 2019 Investor Relations Academy for Asian Issuers, November 29-30, at The Westin Tokyo in Tokyo, Japan
- Morgan Stanley Global Consumer and Retail Conference, December 3-4, at Crowne Plaza Times Square Hotel in New York City, United States
- Barclays Global Technology, Media and Telecommunications Conference, December 11-12, at The Palace Hotel in San Francisco, United States

The Company's management will meet with institutional investors throughout these events. For additional information, please contact your respective institutional sales representative at each sponsoring bank.

About Ruhnn Holding Limited

Ruhnn Holding Limited is the largest internet key opinion leader ("KOL") facilitator in China as measured by revenue in 2018, according to Frost & Sullivan. The Company connects influential KOLs who engage and impact their fans on the internet to its vast commercial network to build the brands of fashion products. Ruhnn pioneered the commercialization of the KOL ecosystem in China, and operates under both full-service and platform models. The Company's full-service model integrates key steps of the e-commerce value chain from product design and sourcing and online store operations to logistics and after-sale services. The platform model promotes products sold in third-party online stores and provides advertising services on KOL's social media spaces to third-party merchants. As of June 30, 2019, the Company had 133 signed KOLs with an aggregate of 172.0 million fans across major social media platforms in China.

For more information, please visit: ir.ruhnn.com.

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