

Baozun Inc.  
Form SC 13G  
February 16, 2016

**UNITED STATES**

**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**SCHEDULE 13G**

(Rule 13d-102)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT TO §  
240.13d-1(b), (c) AND (d) AND AMENDMENTS THERETO FILED PURSUANT TO § 240.13d-2\*

Under the Securities Exchange Act of 1934

**Baozun Inc.**

(Name of Issuer)

**Class A ordinary shares, par value US\$0.0001 per share**

(Title of Class of Securities)

**06684L 103 \*\***

(CUSIP Number)

**December 31, 2015**

(Date of Event Which Requires Filing of this Statement)

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Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

\*\* This CUSIP number applies to the Issuer's American depository shares, or ADSs, each representing three Class A ordinary shares, par value US\$0.0001 per share, of the Issuer.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

NAMES OF REPORTING PERSONS/I.R.S.  
IDENTIFICATION NOS. OF ABOVE  
PERSONS (ENTITIES ONLY)

1

Vincent Wenbin Qiu  
CHECK THE APPROPRIATE BOX IF A  
MEMBER OF A GROUP

2

(a)

(b)   
SEC USE ONLY

3

CITIZENSHIP OR PLACE OF  
ORGANIZATION

4

People's Republic of China  
SOLE VOTING POWER

5

NUMBER OF  
SHARES 11,734,022 <sup>(1)</sup> ordinary shares. See Item 4.  
SHARED VOTING POWER

BENEFICIALLY <sup>6</sup>

OWNED BY 0  
SOLE DISPOSITIVE POWER

EACH <sup>7</sup>

REPORTING  
PERSON WITH 11,734,022 <sup>(1)</sup> ordinary shares. See Item 4.  
SHARED DISPOSITIVE POWER

8

9 0  
AGGREGATE AMOUNT BENEFICIALLY  
OWNED BY EACH REPORTING PERSON

11,734,022 <sup>(1)</sup> ordinary shares  
CHECK IF THE AGGREGATE AMOUNT IN  
ROW (9) EXCLUDES CERTAIN SHARES £

10

PERCENT OF CLASS REPRESENTED BY  
AMOUNT IN ROW (9)

11

7.8% of the Class A ordinary shares <sup>(2)</sup> (or 7.6%  
of the total ordinary shares assuming conversion  
of all outstanding Class B ordinary shares into  
the same number of Class A ordinary shares)  
TYPE OF REPORTING PERSON

12

IN

Representing (i) 9,410,369 Class B ordinary shares directly held by Jesvinco Holdings Limited as of December 31, (1)2015 and (ii) 2,323,653 Class A ordinary shares that Mr. Vincent Wenbin Qiu has the right to acquire upon exercise of options within 60 days of December 31, 2015.

Based on 138,170,631 Class A ordinary shares and 13,300,738 Class B ordinary shares issued and outstanding as of December 31, 2015, and assuming all Class B ordinary shares held by such reporting person are converted into the same number of Class A ordinary shares and all options exercisable by Mr. Qiu within 60 days of December (2)31, 2015 are exercised. The rights of the holders of Class A ordinary shares and Class B ordinary shares are identical, except with respect to voting and conversion. Each Class A ordinary share is entitled to one vote per share. Each Class B ordinary share is entitled to ten votes per share and is convertible at any time into one Class A ordinary share. Class A ordinary shares are not convertible into Class B ordinary shares under any circumstances.

NAMES OF REPORTING PERSONS/I.R.S.  
IDENTIFICATION NOS. OF ABOVE  
PERSONS (ENTITIES ONLY)

1

Jesvinco Holdings Limited  
CHECK THE APPROPRIATE BOX IF A  
MEMBER OF A GROUP

2

(a)

(b)   
SEC USE ONLY

3

CITIZENSHIP OR PLACE OF  
ORGANIZATION

4

British Virgin Islands  
SOLE VOTING POWER

NUMBER OF 5

SHARES 9,410,369 <sup>(1)</sup> ordinary shares. See Item 4.  
SHARED VOTING POWER

BENEFICIALLY 6

OWNED BY 0

EACH SOLE DISPOSITIVE POWER

REPORTING 7

PERSON WITH 9,410,369 <sup>(1)</sup> ordinary shares. See Item 4.  
SHARED DISPOSITIVE POWER

8

0

9 AGGREGATE AMOUNT BENEFICIALLY  
OWNED BY EACH REPORTING PERSON

9,410,369 <sup>(1)</sup> ordinary shares.  
CHECK IF THE AGGREGATE AMOUNT IN  
ROW (9) EXCLUDES CERTAIN SHARES £

10

PERCENT OF CLASS REPRESENTED BY  
AMOUNT IN ROW (9)

11

6.2% of the total ordinary shares assuming  
conversion of all outstanding Class B ordinary  
shares into the same number of Class A ordinary  
shares <sup>(2)</sup>  
TYPE OF REPORTING PERSON

12

CO

- (1) Representing 9,410,369 Class B ordinary shares directly held by Jesvinco Holdings Limited as of December 31, 2015.
- (2) Based on 138,170,631 Class A ordinary shares and 13,300,738 Class B ordinary shares issued and outstanding as of December 31, 2015, and assuming all Class B ordinary shares held by such reporting person are converted into the same number of Class A ordinary shares. The rights of the holders of Class A ordinary shares and Class B ordinary shares are identical, except with respect to voting and conversion. Each Class A ordinary share is entitled to one vote per share. Each Class B ordinary share is entitled to ten votes per share and is convertible at any time into one Class A ordinary share. Class A ordinary shares are not convertible into Class B ordinary shares under any circumstances.

Name of Issuer:

**Item 1(a)**

Baozun Inc. (the "Issuer")

Address of Issuer's Principal Executive Offices:

**Item 1(b)**

Building No. H, No. 1188 Wanrong Road, Zhabei District,  
Shanghai 200436, the People's Republic of China

**Item 2(a)** Name of Person Filing:

This Schedule 13G is being filed jointly by Mr. Vincent Wenbin Qiu and Jesvinco Holdings Limited (collectively, the "Reporting Persons"). The Reporting Persons have entered into a Joint Filing Agreement, a copy of which is filed with this Schedule 13G as Exhibit 99.1. Pursuant to the Joint Filing Agreement, the Reporting Persons have agreed to file this Schedule 13G jointly in accordance with the provisions of Rule 13d-1(k)(1) under the Act.

**Item 2(b)** Address of Principal Business Office or, If None, Residence

The address of the principal business office of Mr. Vincent Wenbin Qiu is Building No. H, No. 1188 Wanrong Road, Zhabei District, Shanghai 200436, the People's Republic of China.

The registered address of Jesvinco Holdings Limited is NovaSage Chambers, PO Box 4389, Road Town, Tortola, British Virgin Islands.

**Item 2(c)** Citizenship:

Vincent Wenbin Qiu: People's Republic of China

Jesvinco Holdings Limited: British Virgin Islands

**Item 2(d)** Title of Class of Securities:

Class A ordinary share, par value US\$0.0001 per share, of the Issuer.

**Item 2(e)** CUSIP Number:

06684L 103

**Item 3.** Not applicable.



**Item 4. Ownership**

The following information with respect to the ownership of the ordinary shares of the Issuer by the person filing this statement is provided as of December 31, 2015. The table below is prepared based on 138,170,631 Class A ordinary shares and 13,300,738 Class B ordinary shares issued and outstanding as of December 31, 2015.

| <b>Reporting Person:</b>                                      | <b>Class A<br/>Ordinary<br/>Shares</b> | <b>Class B<br/>Ordinary<br/>shares</b> | <b>Total<br/>Ordinary<br/>Shares on<br/>as-converted<br/>basis</b> | <b>Percentage<br/>of<br/>Aggregate<br/>Voting<br/>Power<sup>(1)</sup></b> |
|---|--|--|--|---|
| <b>Vincent Wenbin Qiu</b>                                     |  |  |  |   |
| (a) Amount beneficially owned:                                | 11,734,022 <sup>(2)</sup>              | 9,410,369 <sup>(3)</sup>               | 11,734,022 <sup>(2)</sup>  | -   |
| (b) Percent of class:   | 7.8                                    | % <sup>(4)</sup> 70.8                  | % 7.6% <sup>(5)</sup>  | 35.3 % <sup>(1)</sup>   |
| (c) number of Shares as to which the person has:              |  |  |  |   |
| (i) Sole power to vote or direct the vote:                    | 11,734,022                             | 9,410,369                              | 11,734,022   | -   |
| (ii) Shared power to vote or to direct to vote:               | 0                                      | 0                                      | 0  | -   |
| (iii) Sole power to dispose or to direct the disposition of:  | 11,734,022                             | 9,410,369                              | 11,734,022   | -   |
| (iv) Shared power to dispose or to direct the disposition of: | 0                                      | 0                                      | 0  | -   |

**Notes:**

- Percentage of aggregate voting power represents voting power of all ordinary shares held by the reporting person with respect to all outstanding shares of Class A and Class B ordinary shares of the Issuer on as-converted basis.
- (1) Each holder of Class A ordinary shares is entitled to one vote per Class A ordinary share. Each holder of Class B ordinary shares is entitled to ten votes per Class B ordinary share.
- Representing (i) 9,410,369 Class B ordinary shares held by Jesvinco Holdings Limited and (ii) 2,323,653 Class A ordinary shares that Mr. Vincent Wenbin Qiu may purchase upon exercise of options within 60 days of December 31, 2015. Each Class B ordinary share is convertible into one Class A ordinary share at the option of the holder at any time. Pursuant to Rule 13d-3(d)(1), all shares of Class B ordinary shares held by the reporting persons shall be
- (2) deemed to be converted for the purposes of (i) determining the aggregate amount of shares of Class A ordinary shares beneficially owned by the reporting persons and (ii) calculating the percentages of the Class A ordinary shares owned by such persons. Consequently, all Class A ordinary shares amounts and percentages are inclusive of the Class B ordinary shares amounts and percentages set forth herein.
- (3) Representing 9,410,369 Class B ordinary shares held by Jesvinco Holdings Limited.
- (4) To derive this percentage, (i) the numerator 11,734,022, and (ii) the denominator is the sum of (x) 138,170,631, being the number of the Issuer's Class A ordinary shares outstanding at December 31, 2015, (y) 9,410,369, being the number of Class A ordinary shares that the reporting person has the rights to acquire upon conversion of the

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same number of Class B ordinary shares and (z) 2,323,653, being the number of Class A ordinary shares that the reporting person may purchase upon exercise of options within 60 days of December 31, 2015.

To derive this percentage, (i) the numerator is 11,734,022, and (ii) the denominator is the sum of (x) 138,170,631, being the number of the Issuer's Class A ordinary shares outstanding at December 31, 2015, (y) 13,300,738, being (5) the number of the Issuer's total Class B ordinary shares outstanding at December 31, 2015 that are convertible into the same number of Class A ordinary shares and (z) 2,323,653, being the number of Class A ordinary shares that the reporting persons may purchase upon exercise of options within 60 days of December 31, 2015.

| <b>Reporting Person:</b>                                      | Class A<br>Ordinary<br>Shares | Class B<br>Ordinary<br>shares | Total<br>Ordinary<br>Shares on<br>as-converted<br>basis | <b>Percentage<br/>of<br/>Aggregate<br/>Voting<br/>Power<sup>(1)</sup></b> |
|---|-------------------------------|-------------------------------|---|---|
| <b>Jesvinco Holdings Limited</b>                              |                               |                               |   |   |
| (a) Amount beneficially owned:                                | -                             | 9,410,369 <sup>(2)</sup>      | 9,410,369   | (2) -   |
| (b) Percent of class:   | -                             | 70.8 %                        | 6.2   | (3) 34.7 % <sup>(1)</sup>   |
| (c) number of Shares as to which the person has:              |                               |                               |   |   |
| (i) Sole power to vote or direct the vote:                    | -                             | 9,410,369                     | 9,410,369   | -   |
| (ii) Shared power to vote or to direct to vote:               | -                             | 0                             | 0   | -   |
| (iii) Sole power to dispose or to direct the disposition of:  | -                             | 9,410,369                     | 9,410,369   | -   |
| (iv) Shared power to dispose or to direct the disposition of: | -                             | 0                             | 0   | -   |

Notes:

Percentage of aggregate voting power represents voting power of all ordinary shares held by the reporting person with respect to all outstanding shares of Class A and Class B ordinary shares of the Issuer on as-converted basis.

(1) Each holder of Class A ordinary shares is entitled to one vote per Class A ordinary share. Each holder of Class B ordinary shares is entitled to ten votes per Class B ordinary share.

(2) Representing 9,410,369 Class B ordinary shares held by Jesvinco Holdings Limited.

To derive this percentage, (i) the numerator is 9,410,369, and (ii) the denominator is the sum of (x) 138,170,631, being the number of the Issuer's Class A ordinary shares outstanding at December 31, 2015 and (y) 13,300,738,

(3) being the number of the Issuer's total Class B ordinary shares outstanding at December 31, 2015 that are convertible into the same number of Class A ordinary shares.

Mr. Vincent Wenbin Qiu may purchase 2,323,653 Class A ordinary shares upon exercise of options within 60 days of December 31, 2015. Jesvinco Holdings Limited is the record owner of 9,410,369 Class B ordinary shares of the Issuer. Mr. Vincent Wenbin Qiu is the sole shareholder of Jesvinco Holdings Limited, and thereby may be deemed to beneficially own all of the shares held by Jesvinco Holdings Limited.

**Item 5. Ownership of Five Percent or Less of a Class**

Not applicable.

**Item 6. Ownership of More than Five Percent on Behalf of Another Person**

Not applicable.

**Item 7. Identification and Classification of Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person**

Not applicable.

**Item 8. Identification and Classification of Members of the Group**

Not applicable.

**Item 9. Notice of Dissolution of Group**

Not applicable.

**Item 10. Certifications**

Not applicable.

**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: February 16, 2016

/s/ Vincent Wenbin Qiu  
Vincent Wenbin Qiu

**Jesvinco Holdings Limited**

By: /s/ Vincent Wenbin Qiu  
Name: Vincent Wenbin Qiu  
Title: Director

**LIST OF EXHIBITS**

**Exhibit**

| <b>No.</b> | <b>Description</b>     |
|------------|------------------------|
| 99.1       | Joint Filing Agreement |