

Press Release

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SHEIN NOTIFIES CUSTOMERS WHO MAY HAVE BEEN AFFECTED BY DATA BREACH

BERLIN, GERMANY, September 21, 2018 - On August 22, 2018, SHEIN became aware that certain personally identifiable information of its customers was stolen during a concerted criminal cyberattack on its computer network. Immediately upon becoming aware of this potential theft, SHEIN hired a leading international forensic cybersecurity firm as well as an international law firm to conduct a thorough investigation.

While the full extent of the attack will continue to be investigated, it can now be confirmed that the personal information illegally acquired by the intruders included email addresses and encrypted password credentials of customers who visited the company website. It is our understanding that the breach began in June 2018 and continued through early August 2018 and involves approximately 6.42 million customers. SHEIN may update this information at a later date based on any new findings.

During the investigation, SHEIN and its IT staff, as well as its cybersecurity investigators, will continue to closely monitor the network and servers so future breaches can be prevented. In addition, SHEIN servers have been scanned and malware found on the servers has been removed. "Back door" entry points to the servers opened by the attackers have been closed and removed.

SHEIN is in the process of notifying the proper authorities and its customers who may have been affected. SHEIN is sending customer notices that provide instructions for resetting passwords through the website. The resetting of passwords will help ensure the security of the site and customer purchases.

At SHEIN, we value our customer's safety and security above all else, and for this reason we are offering one year of identity theft monitoring to affected customers in certain markets. We will remain vigilant as we complete the investigation and implement new safeguards to prevent any future breaches.

For more information regarding the investigation and the actions SHEIN is taking to protect customer information, please refer to our FAQ at www.shein.com/datasecurity or contact us at 844-802-2500.

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[Date]

Dear SHEIN Customer,

We're writing to notify you about an issue that may involve your SHEIN account information. We value your privacy and online security; therefore, we want to inform you that on August 22, 2018, SHEIN became aware that some of our customers' personal information was stolen during a criminal cyberattack on its computer network.

Immediately upon suspecting a potential attack, SHEIN employed a leading international forensic cybersecurity firm as well as an international law firm to conduct an investigation into the matter.

The investigation is ongoing, but we can now confirm that the personal information illegally acquired by the intruders included email addresses and encrypted password credentials of those who registered on the company website. Full measures are in place to address the breach and mitigate its effects. SHEIN servers have been scanned and malware found on the servers has been removed. "Back door" entry points to the servers opened by the attackers have been closed and removed.

SHEIN and its IT staff, as well as its cybersecurity investigators, will continue to closely monitor the network and servers so future breaches can be prevented. SHEIN strongly recommends its customers reset their passwords by logging onto their account on www.shein.com and clicking on "Edit Password" on the "Account Setting" page.

For more information regarding the investigation and actions SHEIN is taking to protect customer information, please visit our FAQ at www.shein.com/datasecurity or call 844-802-2500.

To protect yourself from the possibility of identity theft, we recommend that you immediately place a fraud alert on your credit files. A fraud alert conveys a special message to anyone requesting your credit report that you suspect you were a victim of fraud. When you or someone else attempts to open a credit account in your name, the lender should take measures to verify that you have authorized the request. A fraud alert should not stop you from using your existing credit cards or other accounts, but it may slow down your ability to get new credit. An initial fraud alert is valid for ninety (90) days. To place a fraud alert on your credit reports, contact one of the three major credit reporting agencies at the appropriate number listed below or via their website. One agency will notify the other two on your behalf. You will then receive letters from the agencies with instructions on how to obtain a free copy of your credit report from each.

- Equifax (888)766-0008 or www.fraudalert.equifax.com
- Experian (888) 397-3742 or www.experian.com
- TransUnion (800) 680-7289 or www.transunion.com

When you receive a credit report from each agency, review the reports carefully. Look for accounts you did not open, inquiries from creditors that you did not initiate, and confirm that your personal information, such as home address and Social Security number, is accurate. If you see anything you do not understand or recognize, call the credit reporting agency at the telephone number on the report. You should also call your local police department and file a report of identity theft. Get and keep a copy

of the police report because you may need to give copies to creditors to clear up your records or to access transaction records.

Even if you do not find signs of fraud on your credit reports, we recommend that you remain vigilant in reviewing your credit reports from the three major credit reporting agencies. You may obtain a free copy of your credit report once every 12 months by visiting www.annualcreditreport.com, calling toll-free [877-322-8228](tel:877-322-8228) or by completing an Annual Credit Request Form at: www.ftc.gov/bcp/menus/consumer/credit/rights.shtm and mailing to:

Annual Credit Report Request Service,
P.O. Box 1025281
Atlanta, GA 30348-5283

For more information on identity theft, you can visit the following websites:

Federal Trade Commission at: www.ftc.gov/bcp/edu/microsites/idtheft/

SHEIN is also offering concerned customers identity theft monitoring services via LifeLock Defender™.

It is specifically designed to protect your personal information as well as your financial standing and personal identity. In the unlikely event that you are impacted by this incident, LifeLock will take all steps necessary to respond to, remediate and rectify the situation.

To activate your membership and get protection at no cost to you:

1. Go to www.LifeLock.com and click on the red START MEMBERSHIP button.
2. You will be taken to another page where, below the three protection plan boxes, you can enter the promo code: ZTSHN1808 and click the APPLY button.
3. On the next page, enter your Member ID. **(Your Member ID is <<MEMBER ID>>).**
4. Click the red START YOUR MEMBERSHIP button.
5. You will receive a confirmation email after enrollment (be sure to follow all directions in this email). You will have until November 30th, 2018 to enroll in this service.

At SHEIN, we value our customer's safety, and security above all else. We will remain vigilant as we complete the investigation and implement new safeguards to prevent any future breaches.

Thank you for your continued business,

SHEIN.com