

21Vianet Group, Inc. to Provide Baozun with Hybrid Cloud-based Container Solutions, Leading a New Era of E-commerce

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BEIJING, Feb. 28, 2019 (GLOBE NEWSWIRE) -- 21Vianet Group, Inc. (Nasdaq: VNET) ("21Vianet" or the "Company"), a leading carrier- and cloud-neutral Internet data center services provider in China, today announced that it will provide integrated hybrid cloud solutions to Baozun Inc. ("Baozun") based on OpenShift container platform technology provided by Red Hat Inc. Such solutions will contribute to the further implementation of Baozun's e-commerce strategy in China.

Baozun Inc. (Nasdaq: BZUN) is a leading brand e-commerce service partner that helps brands execute their e-commerce strategies in China by selling their goods directly to customers online or by providing services to assist with their e-commerce operations. Baozun's integrated end-to-end brand e-commerce capabilities encompass all aspects of the e-commerce value chain, covering IT solutions, store operations, digital marketing, customer services, warehousing and fulfillment.

Having witnessed the increasing prevalence of cloud computing, many enterprises understand the importance of the digital transition to cloud-based services. Baozun has helped hundreds of partners implement their e-commerce strategies successfully by leveraging its advanced IT infrastructure, extensive data analysis, and superior insight. Advancements in science and technology fuel Baozun's continuous upgrades and transformations. The cooperation on cloud computing, big data, and artificial intelligence will enable brand partners to embrace the future of technology.

21Vianet has more than 20 years of experience in building and operating internet data centers. Utilizing the most cutting-edge technologies, such as container solutions, the Company has helped numerous customers with the deployment of their hybrid cloud architecture. Meanwhile, 21Vianet has assisted multiple SaaS companies to successfully localize their cloud services in China. This extensive experience in cloud operations enables 21Vianet to offer Baozun a comprehensive hybrid cloud-based container solution ranging from the design stage to full-fledged operations.

Mr. Alvin Wang, Chief Executive Officer and President of 21Vianet, said, "It is our corporate culture to provide high-quality services and innovative solutions to our customers to propel them to further success. This project again demonstrates 21Vianet's professional service capability in cooperation with the world's leading providers of open-source solutions. We are pleased to support Baozun's growth by providing comprehensive hybrid cloud solutions that will eventually help Baozun win and serve more brand partners in China."

Mr. Vincent Qiu, Chairman and Chief Executive Officer of Baozun, said, "21Vianet has advanced solutions and professional services which help Baozun build our hybrid cloud-based container platform, improving our capabilities to fulfill a large amount of concurrent requests and to quickly upgrade our applications to address the market's ever-evolving needs. This customized hybrid cloud service solution from 21Vianet brings rapid deployment and elastic scalability to Baozun's cloud platform and provides a strong foundation for the future development of our business."

About 21Vianet

21Vianet Group, Inc. is a leading carrier- and cloud-neutral Internet data center services provider in China. 21Vianet provides hosting and related services, including IDC services, cloud services, and business VPN services to improve the reliability, security and speed of its customers' Internet infrastructure. Customers may locate their servers and equipment in 21Vianet's data centers and connect to China's Internet backbone. 21Vianet operates in more than 30 cities throughout China, servicing a diversified and loyal base of nearly 5,000 hosting and related enterprise customers that span numerous industries ranging from Internet companies to government entities and blue-chip enterprises to small- to mid-sized enterprises.

Safe Harbor Statement

This announcement contains forward-looking statements. These forward-looking statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates" and similar statements. Among other things, quotations from management in this announcement as well as 21Vianet's strategic and operational plans contain forward-looking statements. 21Vianet may also make written or oral forward-looking statements in its reports filed with, or furnished to, the U.S. Securities and Exchange Commission, in its annual reports to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about 21Vianet's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: 21Vianet's goals and strategies; 21Vianet's expansion plans; the expected growth of the data center services market; expectations regarding demand for, and market acceptance of, 21Vianet's services; 21Vianet's expectations regarding keeping and strengthening its relationships with customers; 21Vianet's plans to invest in research and development to enhance its solution and service offerings; and general economic and business conditions in the regions where 21Vianet provides solutions and services. Further information regarding these and other risks is included in 21Vianet's reports filed with, or furnished to, the Securities and Exchange Commission. All information provided in this press release and in the attachments is as of the date of this press release, and 21Vianet undertakes no duty to update such information, except as required under applicable law.

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