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GLOBAL BRANDS
GROUP

Global Brands Group Holding Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 787)

BUSINESS UPDATE FOR THE THREE MONTHS ENDED 30 JUNE 2016

HIGHLIGHTS

- Turnover⁽¹⁾ increased by 8.4% to approximately US\$704.1 million for the three months ended 30 June 2016
- The Group created a joint venture with CAA called CAA-GBG Brand Management Group, which became the world's largest brand management business
- The Group has signed a number of new licenses and partnerships since April 2016, including deals with Katy Perry and Kenneth Cole

On 15 June 2016, Global Brands Group Holding Limited (the “**Company**”) announced the audited consolidated financial results for the 15 months from 1 January 2015 to 31 March 2016 following the change of its financial year end date from 31 December to 31 March. The sole purpose of this announcement is to provide our shareholders and potential investors, only during the transition period prior to the announcement of the Company's audited consolidated financial results for the 12 months ending on 31 March 2017, with an update of the Company's performance for the three months ended 30 June 2016 pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”). The board of directors (the “**Board**”) of the Company would like to highlight that it does not intend to release ongoing quarterly updates in the future.

Despite a challenging retail environment, the Group recorded turnover⁽¹⁾ of US\$704.1 million for the three months ended 30 June 2016, representing an

(1) Turnover represents revenue generated from sales and services rendered at invoiced value to customers outside the Group less discounts and returns.

increase of 8.4% compared to US\$649.5 million for the corresponding three months of 2015.

The Group created a joint venture with Creative Artists Agency (“**CAA**”) called CAA-GBG Brand Management Group (“**CAA-GBG**”), which became the world’s largest brand management business. CAA-GBG is the leading global brand extension platform for brands and clients across the celebrity, corporate, lifestyle and character brand spaces. Please refer to the announcement made by the Company on 15 June 2016 on the formation of the joint venture.

The Group has also signed a number of new licenses and partnerships since April 2016, including a partnership with global recording artist Katy Perry on a footwear collection in August, the initial reviews of which have been very positive from the market. As well, the Group has entered into a licensing agreement in June 2016 with American designer, Kenneth Cole to develop products under his brand in the men’s, women’s, children’s apparel and handbag categories.

The Board hereby reminds investors that the update above is based on the Group’s management accounts which have not been audited or reviewed by the Group’s auditor. The accounting policies applied in the preparation of the management accounts are consistent with those used in the Company’s interim reports and annual report. **Shareholders and potential investors should therefore exercise caution in dealing in the shares of the Company.**

By Order of the Board
Global Brands Group Holding Limited
William FUNG Kwok Lun
Chairman

Hong Kong, 29 August 2016

Websites: www.globalbrandsgroup.com
www.irasia.com/listco/hk/gbg

As at the date of this announcement, the Board comprises one Non-executive Director, namely William Fung Kwok Lun (Chairman), two Executive Directors, namely Bruce Philip Rockowitz (Chief Executive Officer & Vice Chairman) and Dow Famulak (President & Chief Operating Officer) and six Independent Non-executive Directors, namely Paul Edward Selway-Swift, Stephen Harry Long, Hau Leung Lee, Allan Zeman, Audrey Wang Lo and Ann Marie Scichili.