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GLOBAL BRANDS
GROUP

Global Brands Group Holding Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 787)

CHANGE OF COMPANY SECRETARY AND AUTHORISED REPRESENTATIVE

The board of directors (the “**Board**”) of Global Brands Group Holding Limited (the “**Company**”) hereby announces that Mr. TO Hon Fai (“**Mr. To**”) has resigned as the Company Secretary and the Authorised Representative of the Company with effect from 26 October 2015. Mr. To has confirmed that he has no disagreement with the Board and there is nothing relating to his resignation that needs to be brought to the attention of The Stock Exchange of Hong Kong Limited or the shareholders of the Company.

The Board is pleased to announce that Mr. LAW Cho Wa, Richard (“**Mr. Law**”) has been appointed the Company Secretary of the Company with effect from 26 October 2015. He has also been appointed the Authorised Representative of the Company under the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited and the Companies Ordinance (Chapter 622 of the Laws of Hong Kong) with effect from 26 October 2015.

Mr. Law, aged 50, is a fellow member of the Hong Kong Institute of Chartered Secretaries, the Hong Kong Institute of Certified Public Accountants, the Hong Kong Institute of Directors, the Institute of Chartered Secretaries and Administrators, and the Association of Chartered Certified Accountants. Mr. Law has over 28 years’ experience covering company secretarial practice, compliance, corporate reporting, finance and corporate directorship. He was the company secretary of, among others, Hopewell Holdings Limited (Stock Code: 54). Mr. Law obtained a Master of Science in Real Estate degree and a Master of Business Administration degree, both from The University of Hong Kong. He also obtained a Post-graduate Diploma in Corporate Administration and a Professional Diploma in Accountancy, both from The Hong Kong Polytechnic University.

The Board would like to express its gratitude to Mr. To for his contribution to the Company and welcome Mr. Law to the Company.

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

Hong Kong, 26 October 2015

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 five Independent Non-executive Directors, namely Paul Edward Selway-Swift, Stephen Harry Long, Hau Leung Lee, Allan Zeman and Audrey Wang Lo.