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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. LAW Cho Wa, Richard (“**Mr. Law**”) has resigned as the Company Secretary and the Authorised Representative of the Company with effect from 1 February 2018. Mr. Law 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 Ms. Ng Sau Kuen, Joyce (“**Ms. Ng**”) has been appointed the Company Secretary of the Company with effect from 1 February 2018. She 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 1 February 2018.

Ms. Ng has assumed the above appointment after over 20 years of services in handling the company secretarial affairs of Li & Fung Limited (stock code: 494) and its subsidiaries. She is a fellow member of The Hong Kong Institute of Chartered Secretaries and The Institute of Chartered Secretaries and Administrators. She graduated from the Hong Kong Polytechnic (now known as The Hong Kong Polytechnic University) and obtained a Master of Business Administration degree from University of Leicester.

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

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

Hong Kong, 31 January 2018

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