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GLOBAL BRANDS
GROUP

Global Brands Group Holding Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 787)

GRANT OF WAIVER FROM STRICT COMPLIANCE WITH RULE 13.46(2)(A) OF THE LISTING RULES AND DATE OF BOARD MEETING

We refer to the announcements of Global Brands Group Holding Limited (the "**Company**", and its subsidiaries, the "**Group**") dated 17 June 2020, 30 June 2020 (the "**Unaudited Results Announcement**") and 14 August 2020 (the "**Delay Announcement**") (together, the "**Announcements**") respectively, in relation to, among other things, (i) the meeting of the board of directors (the "**Board**") held on 30 June 2020, (ii) the unaudited annual results of the Group for the year ended 31 March 2020 (the "**2020 Annual Results**") and (iii) the delay in publication of the audited 2020 Annual Results and the despatch of the annual report for the year ended 31 March 2020 (the "**2020 Annual Report**"). Unless otherwise defined herein, capitalised terms used in this announcement shall have the same meanings as those defined in the Announcements.

GRANT OF WAIVER FROM STRICT COMPLIANCE WITH RULE 13.46(2)(A) OF THE LISTING RULES

The Waiver

As disclosed in the Delay Announcement, an application was made by the Company to the Stock Exchange for the approval of the delay in publication of the audited 2020 Annual Results and despatch of the 2020 Annual Report to the Shareholders. The Company is pleased to announce that the Stock Exchange has granted a waiver from strict compliance with Rule 13.46(2)(a) of the Listing Rules on the basis that the Company will despatch the 2020 Annual Report on or before 1 September 2020.

Reasons for Seeking the Waiver

Under Rule 13.46(2)(a) of the Listing Rules, the Company is required to send to its members and other holders of its listed securities a copy of the annual report including its annual account not more than four months after the end of the financial year to which they relate.

However, as set out in the Delay Announcement, due to the latest development of the COVID-19 outbreak and the progress of the audit work, additional time was required for the completion of the audit process for the 2020 Annual Results.

Further Announcement(s)

Following the completion of the audit process, the Company will issue further announcement(s) in relation to the audited 2020 Annual Results as agreed by the Auditor and the material differences (if any) as compared with the annual results contained in the Unaudited Results Announcement. In addition, the Company will issue further announcement(s) as and when necessary if there are other material developments in the completion of the audit process.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in securities of the Company.

DATE OF BOARD MEETING

The Board hereby announces that a meeting of the Board will be held on Friday, 28 August 2020, for the purposes of, among other matters, considering and approving the audited 2020 Annual Results and its publication.

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

Hong Kong, 18 August 2020

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 Richard Nixon Darling (Chief Executive Officer) and five Independent Non-executive Directors, namely Paul Edward Selway-Swift, Stephen Harry Long, Allan Zeman, Audrey Wang Lo and Ann Marie Scichili.