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Global Brands Group Holding Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 787)

RETIREMENT OF NON-EXECUTIVE DIRECTOR

The board of directors (the "Board") of Global Brands Group Holding Limited (the "Company", together with its subsidiaries, the "Group") announces that Mr Bruce Philip Rockowitz has retired as Non-executive Director and Vice Chairman of the Company with effect from the conclusion of the annual general meeting of the Company held on 12 September 2019.

Mr Rockowitz has confirmed that he has no disagreement with the Board and there is no matter relating to his retirement that needs to be brought to the attention of the shareholders of the Company.

The Board would like to express its sincere gratitude to Mr Rockowitz for his valuable contributions to the Board and the Group during his tenure of office.

By Order of the Board

Global Brands Group Holding Limited

William FUNG Kwok Lun

Chairman

Hong Kong, 12 September 2019

Following the conclusion of the annual general meeting on 12 September 2019, 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.