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Global Brands Group Holding Limited

(Incorporated in Bermuda with limited liability) (In Liquidation) (Stock Code: 787)

ADDITIONAL RESUMPTION GUIDANCE

AND

CONTINUED SUSPENSION OF TRADING

This announcement is made by Global Brands Group Holding Limited (the "**Company**") pursuant to Rule 13.09(2)(a) and Rule 13.25(1)(b) of the Rules (the "**Listing Rules**") Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

I refer to the announcements of the Company dated 10 September 2021, 17 September 2021, 3 November 2021 and 8 November 2021 (the "Announcements") in relation to, among other things, (i) the winding up of the Company by Order of the Supreme Court of Bermuda, and (ii) the continued suspension of trading of the Company's shares. Unless otherwise defined, capitalised terms used in this announcement shall have the same meanings as those defined in the Announcements.

ADDITIONAL RESUMPTION GUIDANCE

Subsequent to the 8 November 2021 Announcement, the Company received a letter from the Stock Exchange dated 12 November 2021, in which the Stock Exchange stated the following additional condition for the resumption of trading in the shares of the Company: (a) Having the winding up order against the Company withdrawn or dismissed and liquidator (provisional or not) discharged.

The Stock Exchange further indicated that it may modify the above and/or impose further guidance if the situation changes.

CONTINUED SUSPENSION OF TRADING

At the request of the Company, trading in the shares of the Company on the Stock Exchange has been suspended with effect from 9:00 a.m. on 2 July 2021 and will remain suspended until further notice.

For and on behalf of **Global Brands Group Holding Limited** (In Liquidation) **John C. McKenna** Provisional Liquidator who acts as agent of the Company only and without personal liability

Hong Kong, 17 November 2021

As at the date of this announcement, the Board comprises three Executive Directors, namely William Fung Kwok Lun (Chairman), Richard Nixon Darling (Chief Executive Officer) and Patrick Ho Pak Chuen (Chief Operating Officer) and four Independent Non-executive Directors, namely Paul Edward Selway-Swift, Stephen Harry Long, Audrey Wang Lo and Ann Marie Scichili. All powers of the Directors ceased upon making of the winding-up order by the Bermuda Court on 5 November 2021.