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Global Brands Group Holding Limited

(Incorporated in Bermuda with limited liability)

(In Liquidation)

(Stock Code: 787)

DECISION OF THE LISTING COMMITTEE ON CANCELLATION OF LISTING

This announcement is made by Global Brands Group Holding Limited (in liquidation) (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2)(a) of the Listing Rules and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

We refer to the announcements of the Company dated 5 July 2022, 3 January 2022, 17 November 2021, 8 November 2021, 3 November 2021, 8 October 2021, 1 October 2021, 17 September 2021, 10 September 2021, 29 July 2021 and 2 July 2021 in relation to, among other things, the suspension of trading in shares of the Company, the appointment of the PL and the Winding Up Order against the Company (collectively, the "**Announcements**"). Unless otherwise stated, capitalised terms used in this announcement shall have the same meanings as defined in the Announcements.

LISTING COMMITTEE DECISION ON CANCELLATION OF LISTING

On 8 July 2022, the Company received a letter from the Stock Exchange stating the decision of the Listing Committee of the Stock Exchange made on 7 July 2022 to cancel the Company's listing under Rule 6.01.

The last day of listing of the Company's shares will be on 22 July 2022 and the listing of the Company's shares will be cancelled with effect from 9:00 a.m. on 25 July 2022.

CONSEQUENCES TO THE SHAREHOLDERS

All shareholders of the Company and investors should note that after 22 July 2022, being the last listing date, whilst the share certificates of the Company's

shares will remain valid, the Company's shares will not be listed on, and will not be tradable on the Stock Exchange. Thereafter, the Company will no longer be subject to the Listing Rules.

Shareholders of the Company who have any queries about the implications of the cancellation of listing of the Company's shares are advised to obtain appropriate professional advice.

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, 11 July 2022