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GLOBAL BRANDS
GROUP

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. CHEUNG Kwong Chi (“**Mr. Cheung**”) has resigned as the Company Secretary and the Authorised Representative of the Company with effect from 21 November 2014. Mr. Cheung 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 Mr. TO Hon Fai (“**Mr. To**”) has been appointed the Company Secretary of the Company with effect from 21 November 2014. He 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 21 November 2014.

Mr. To is a fellow member of the Hong Kong Institute of Chartered Secretaries and the Institute of Chartered Secretaries and Administrators. He has over 25 years’ experience in company secretarial practice with listed companies and professional accounting firms and was the company secretary of Café de Coral Holdings Limited (stock code: 341.HK). Mr. To holds a Master degree of Corporate Finance from Hong Kong Polytechnic University and a Bachelor of Laws degree from the University of Wolverhampton, United Kingdom.

The Board would like to express its gratitude to Mr. Cheung for his contribution to the Company and welcome Mr. To to the Company.

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

Hong Kong, 21 November 2014

Websites: *www.globalbrandsgroup.com*
www.irasia.com/listco/hk/gbg

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