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GLOBAL BRANDS  
GROUP

## **Global Brands Group Holding Limited**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 787)**

### **GRANT OF SHARE AWARDS**

Reference is made to the circular of Global Brands Group Holding Limited (the “**Company**”) dated 29 August 2014 (the “**Circular**”) in relation to, among other things, the adoption of the Company’s share award scheme (the “**Scheme**”). Unless otherwise defined herein, capitalized terms used in this announcement shall have the same meaning as those defined in the Circular.

The Scheme was formally adopted by the Company pursuant to an ordinary resolution passed by the shareholders of the Company on 16 September 2014. The Scheme is not a share option scheme and is not subject to the provisions of Chapter 17 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

Under the Scheme, the board of directors of the Company (the “**Board**”) or its delegate(s) may, from time to time, grant an Award in the form of Award Shares to a Selected Participant.

With a view to align the terms of the Scheme with that of the share option scheme of the Company, the Board has resolved to make amendments to the Scheme to increase the maximum number of non-vested Award Shares granted to an Eligible Person from time to time from 0.5% of the total number of issued shares of the Company to 1%.

Furthermore, on 27 March 2015, as recommended by the Remuneration Committee, the Board (including all the independent non-executive directors) resolved to grant 78,017,358 Shares to Mr. Bruce Rockowitz, 7,484,946 Shares to Mr. Dow Famulak and an aggregate of 54,979,410 Shares to 218 executives of the Company. The Awards will be satisfied by the Company transferring funds to the trustee of the Scheme to purchase Shares in the open market for the benefit of the awardees.

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

Hong Kong, 27 March 2015

Websites: [www.globalbrandsgroup.com](http://www.globalbrandsgroup.com)  
[www.irasia.com/listco/hk/gbg](http://www.irasia.com/listco/hk/gbg)

*As at the date of this announcement, 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.*