



Global Brands Group Holding Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 787)

15 December 2017

Dear Shareholder(s),

Letter to New Shareholders Election of Language and Means of Receipt of Corporate Communications

Pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") and the bye-laws of Global Brands Group Holding Limited (the "Company") in relation to the corporate communications (the "Corporate Communications"), the Company makes available various options for you to elect for the receipt of Corporate Communications of the Company in the future. Corporate Communications mean any document(s) issued or to be issued by the Company for your information or action as defined in Rule 1.01 of the Listing Rules, including but not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

You may choose one of the options set out below:

- (1) to receive the printed English version of all future Corporate Communications only; or
- (2) to receive the printed Chinese version of all future Corporate Communications only; or
- (3) to receive both the printed English and Chinese versions of all future Corporate Communications; or
- (4) to read all future Corporate Communications published on the Company's website at www.globalbrandsgroup.com (the "Website Version") in place of receiving printed copies, and to receive a printed or an email notification (the "Notification") notifying you of the publication of each relevant Corporate Communication on the Company's website.

For the purpose of environmental protection and cost saving, the Company recommends you to select the Website Version. To make your election, please tick in the appropriate box on the enclosed reply form (the "Reply Form") (with postage pre-paid mailing label at the bottom of the Reply Form[#]) and sign and return the same by post or by email (globalbrands-ecom@hk.tricorglobal.com) to the Company's Hong Kong branch share registrar (the "Branch Share Registrar"), Tricor Investor Services Limited at Level 22, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong. If you are posting outside Hong Kong, please affix appropriate postage.

If the Company does not receive the duly completed and signed Reply Form or receive a response indicating any objection from you within one month from the date of this letter, you will be deemed to have consented to receiving the Website Version for all the Corporate Communications and only a Notification will be sent to you in the future.

Even if you elect the Website Version, you have the right at any time by reasonable notice in writing to the Branch Share Registrar by post or by email (globalbrands-ecom@hk.tricorglobal.com) to change the choice of language and/or means of receipt of the Corporate Communications. If, for any reason, you have difficulties in receiving or gaining access to the Website Version of the Corporate Communications, or wish to receive a printed version, the Company will upon your reasonable request in writing or by email promptly send a printed version of the Corporate Communications to you free of charge.

Please note that the Website Version of both English and Chinese languages, and in accessible format, of the Corporate Communications will be available on the Company's website at www.globalbrandsgroup.com and on the website of The Stock Exchange of Hong Kong Limited at www.hkexnews.hk.

Should you have any query in relation to this letter, please call the telephone hotline of the Branch Share Registrar at (852) 2980 1333 during business hours from 9:00 a.m. to 5:00 p.m., Monday to Friday, excluding public holidays.

Global Brands Group Holding Limited

[#] If the mailing label is used for posting in Hong Kong, no postage stamp is required. Please affix appropriate postage stamp when posting outside Hong Kong.

Reply Form 回條

To: Global Brands Group Holding Limited (the "Company") 致: 利標品牌有限公司(「本公司」)
c/o Tricor Investor Services Limited ("Branch Share Registrar") 由卓佳證券登記有限公司(「香港股份過戶登記分處」)轉交
Level 22, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong 香港灣仔皇后大道東183號合和中心22樓

I/We would like to receive the Corporate Communications^(Note 1) in the manner as indicated below:

本人/我們希望以下列方式收取公司通訊^(附註1):

(Please tick **ONLY ONE** in the following boxes) (請從下列選擇中, 僅在**其中一個**空格內劃上「✓」號)

- to receive the **printed English version ONLY**; or
僅收取英文印刷本; 或
- to receive the **printed Chinese version ONLY**; or
僅收取中文印刷本; 或
- to receive **BOTH the printed English and Chinese versions**; or
同時收取英文及中文印刷本; 或
- to **access future Corporate Communications via the Company's website** in lieu of receiving printed copies, and to receive an email notification to my/our email to inform me/us whenever there is any publication of Corporate Communication on the Company's website. **透過本公司網站閱覽日後公司通訊**以代替收取印刷本, 凡於本公司網站刊載之公司通訊, 請以電郵通知本人/我們。

Email address 電郵地址: _____

Name(s) of the shareholder(s)*: _____
股東姓名 (Family Name or Company Name 姓氏或公司名稱) (Forename 名字)

Signature: _____
簽名

Contact telephone no: _____
聯絡電話號碼

Date: _____
日期

* You are requested to fill in the name(s) if you download this Reply Form from the Company's website.
倘若閣下從本公司網站下載此回條, 務請填上姓名。

Notes 附註:

- Corporate Communication includes, but not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.
公司通訊包括但不限於(a)董事會報告, 其年度賬目連同核數師報告之副本及(如適用)財務報告摘要; (b)中期業績報告及(如適用)中期業績摘要報告; (c)會議通告; (d)上市文件; (e)通函; 及(f)代表委任表格。
- This form will be void if more than one box is ticked or no boxes are ticked or if the information is incorrectly completed.
倘若超過一個空格加上「✓」號, 或並無於任何一個空格加上「✓」號, 或所填寫的資料不正確, 本回條將會作廢。
- If your shares are held in joint names, the shareholder whose name stands first on the register of members of the Company in respect of the joint holding should sign on this Reply Form in order to be valid.
倘若股份屬聯名持有, 本回條須由名列於本公司股東名冊首位之股東簽署, 方為有效。
- All Corporate Communications in both printed English and Chinese versions will be available from the date of despatch from the Company or the Company's Branch Share Registrar on request, and both versions will also be available on the Company's website at www.globalbrandsgroup.com or HKExnews website at www.hkexnews.hk.
繼公司通訊發送日起, 本公司或本公司香港股份過戶登記分處將會應要求備有有關公司通訊之英文及中文印刷本以供索閱。該等公司通訊亦將於本公司網站www.globalbrandsgroup.com及「披露易」網站www.hkexnews.hk內刊載。
- Should you have any queries relating to this form, please call the hotline of Branch Share Registrar at (852) 2980 1333 or email the Branch Share Registrar at globalbrands-ecom@hk.tricorglobal.com.
倘若對本回條有任何疑問, 請致電香港股份過戶登記分處熱線(852) 2980 1333或電郵至香港股份過戶登記分處globalbrands-ecom@hk.tricorglobal.com。

PERSONAL INFORMATION COLLECTION STATEMENT

收集個人資料聲明

- "Personal Data" in these statements has the same meaning as "personal data" in the Personal Data (Privacy) Ordinance, Chapter 486 of the Laws of Hong Kong (the "PDPO").
本聲明中所指的「個人資料」具有香港法例第486章《個人資料(私隱)條例》(「私隱條例」)中「個人資料」的涵義。
- Your supply of Personal Data to the Company is on a voluntary basis. Failure to provide sufficient information, the Company may not be able to process your instructions and/or requests as stated in this form.
閣下是自願向本公司提供個人資料。若閣下未能提供足夠資料, 本公司可能無法處理閣下在本表格上所述的指示及/或要求。
- Your Personal Data may be disclosed or transferred by the Company to its subsidiaries, its Branch Share Registrar, and/or other companies or bodies for any of the stated purposes, and retained for such period as may be necessary for our verification and record purposes.
本公司可就任何所說明的用途, 將閣下的個人資料披露或轉移給本公司的附屬公司、香港股份過戶登記分處、及/或其他公司或團體, 並將在適當期間保留該等個人資料作核實及紀錄用途。
- You have the right to request access to and/or correction of your Personal Data in accordance with the provisions of the PDPO. Any such request for access to and/or correction of your Personal Data should be in writing to the Privacy Compliance Officer of Tricor Investor Services Limited at Level 22, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong.
閣下有權根據《私隱條例》的條文查閱及/或修改閣下的個人資料。任何該等查閱及/或修改個人資料的要求均須以書面方式向卓佳證券登記有限公司(地址為香港灣仔皇后大道東183號合和中心22樓)的私隱事務主任提出。

郵寄標籤 MAILING LABEL

卓佳證券登記有限公司
Tricor Investor Services Limited
簡便回郵號碼 Freepost No. 37
香港 Hong Kong

閣下寄回此回條時, 請將郵寄標籤剪貼於信封上。

如在本港投寄毋須貼上郵票。

Please cut the mailing label and stick it on the envelope
in order to return this Reply Form to us.

No postage stamp necessary if posted in Hong Kong.