



Global Brands Group Holding Limited

利標品牌有限公司

(Incorporated in Bermuda with limited liability)

(於百慕達註冊成立之有限公司)

(Stock Code 股份代號：787)

14 February 2019

Dear Shareholder(s),

Letter to Existing Shareholders

Notification of Publication of Circular, Notice of Special General Meeting and Proxy Form (“Current Corporate Communication”)

Both English and Chinese versions of the Current Corporate Communication are now available on the Company’s website at www.globalbrandsgroup.com and HKExnews website at www.hkexnews.hk. You may access the Current Corporate Communication by clicking “Investors” on the home page of the Company’s website at www.globalbrandsgroup.com. If you have elected to receive Corporate Communication^(Note) in printed version, enclosed is the Corporate Communication in the language you have expressly chosen to receive. If you have any difficulty in gaining access to the Current Corporate Communication via the Company’s website for any reason, the Company will promptly upon your request send a printed version free of charge.

As an environment-conscious corporate citizen, the Company encourages its shareholders to access Corporate Communication via the Company’s website.

If you would like to change your choice of language and means of receipt of Corporate Communication in future, please complete, sign and return the Reply Form overleaf 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. The Reply Form may also be downloaded from the Company’s website at www.globalbrandsgroup.com.

Should you have any queries relating to this letter, please call the hotline of the Branch Share Registrar at (852) 2980 1333 from 9:00 a.m. to 5:00 p.m. from Monday to Friday, excluding Hong Kong public holidays, or email the Branch Share Registrar at globalbrands-ecom@hk.tricorglobal.com.

Global Brands Group Holding Limited

Note: 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.

敬啟者：

致現有股東之函件

通函、股東特別大會通告及代表委任表格（「本次公司通訊」）之刊載通知

本次公司通訊之英文及中文本均可於本公司網站 www.globalbrandsgroup.com 及「披露易」網站 www.hkexnews.hk 閱覽。閣下可透過本公司網站 www.globalbrandsgroup.com 首頁選擇「投資者關係」，即可閱覽本次公司通訊。倘若閣下已選擇收取公司通訊^(附註)之印刷本，現附上按照閣下已撰擇之語言版本的公司通訊。倘若閣下因任何原因在連接本次公司通訊上有任何困難，本公司當應閣下的要求，免費寄發印刷本。

為積極履行保護環境的社會責任，本公司鼓勵股東透過本公司網站閱覽公司通訊。

倘若閣下日後更改選擇收取公司通訊之語言版本及收取方式，請填妥、簽署及寄回背面的回條至本公司的香港股份過戶登記分處（「香港股份過戶登記分處」），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。回條亦可於本公司網站 www.globalbrandsgroup.com 下載。

倘若閣下對本函件有任何疑問，請於星期一至星期五上午九時正至下午五時正（不包括香港公眾假期）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。

利標品牌有限公司

二零一九年二月十四日

附註：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）其財務報告摘要；(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。

Reply Form 回條

To: Global Brands Group Holding Limited (the "Company")
c/o Tricor Investor Services Limited ("Branch Share Registrar")
Level 22, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong

致：利標品牌有限公司(「本公司」)
由卓佳證券登記有限公司(「香港股份過戶登記分處」)轉交
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: _____ Date: _____
聯絡電話號碼 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：

- (1) 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。
- (2) 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。
- (3) 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。
- (4) 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。
- (5) 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

- (i) "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。
- (ii) 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。
- (iii) 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。
- (iv) 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

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.

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