

For Immediate Release

**David Beckham and Global Brands Launch
Ground Breaking New Global Joint Venture**

Hong Kong, 3, December, 2014 – Global Brands Group Holding Limited (“Global Brands”; SEHK Stock Code: 787), one of the world’s leading branded apparel, footwear, fashion accessories and lifestyle product companies, together with David Beckham and his long time business partner Simon Fuller, today announced the launch of a joint venture that will drive the continued development of the brand in new consumer product categories and expand their interests by creating large scale global brands in partnership with a select number of high profile iconic sports and entertainment stars and rights holders.

For more than two decades, David Beckham has been a symbol of the powerful connection between iconic global stars and their loyal fans around the world. This joint venture will take this concept to the next level by capitalizing on Beckham’s star power and status as one of the world’s most famous sports and style icons. It will also leverage Global Brands’ strong brand management skills, relationships with international distributors and retailers, design and operating capabilities, and local market expertise as well as Simon Fuller’s deep understanding of consumers, talent, and sports and entertainment rights.

David Beckham said, “I am thrilled to be partnering with Global Brands and Bruce on this exciting, first-of-its-kind joint venture which allows us to do something that no one has ever done before.” He added, “Simon and I have worked together for many years, and nobody understands artists and rights owners better than he does. Together with Global Brands’ worldwide platform and Bruce’s passion for building successful brands, I am very much looking forward to the many exciting opportunities ahead.”

Bruce Rockowitz, Chief Executive Officer and Vice Chairman of Global Brands Group Holding Limited, said, “David Beckham is probably the most fascinating personality in the world today, and I have long admired his ability to push boundaries and drive trends in both sports and fashion. With the glamour and celebrity that David brings to this joint venture, together with Simon’s remarkable business acumen and his many years as a successful entrepreneur in the world of sports and entertainment, I see an exciting future for our partnership in creating incredible brands.”

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About Global Brands

Global Brands Group Holding Limited (SEHK Stock Code: 787, or “Global Brands”) is one of the world’s leading branded apparel, footwear, fashion accessories and related lifestyle product companies. The Group designs, develops, markets and sells products under a diverse array of controlled and licensed brands and a wide range of product categories. Global Brands’ innovative design capabilities, strong brand management focus, and strategic vision enable it to create new opportunities, product categories and market expansion for brands on a global scale. For more information, please visit the corporate website: www.globalbrandsgroup.com.

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