



***For Immediate Release***

## **GLOBAL BRANDS GROUP AND CREATIVE ARTISTS AGENCY FORM CAA-GBG GLOBAL BRAND MANAGEMENT GROUP, THE WORLD'S LARGEST BRAND MANAGEMENT COMPANY**

### **Joint Venture Combines the Expertise and Resources of CAA's Licensing Division with Global Brands' Brand Management Operation**

**Hong Kong, 15 June, 2016** – Global Brands Group Holding Limited (“Global Brands” or the “Group”; SEHK Stock Code: 787) and Creative Artists Agency (CAA) have created a joint venture, which instantly becomes the world’s largest brand management company. Called CAA-GBG Global Brand Management Group (CAA-GBG), the new venture combines the resources and licensing expertise of leading entertainment and sports agency CAA with Global Brands’ international Brand Management Group. CAA-GBG is a subsidiary of Global Brands and the operating vertical for its brand management business.

“This strategic partnership creates exciting new possibilities. Global Brands’ established international brand management operation, understanding of a brand’s DNA, and in-depth knowledge of retail will be combined with CAA’s remarkable collection of talent and brands, and media and marketing platforms in the U.S.,” said Bruce Rockowitz, Chief Executive Officer and Vice Chairman of Global Brands Group Holding Limited. “This is a powerful combination, and makes CAA-GBG the undisputed leader in brand extension platforms for clients across the lifestyle, corporate, celebrity, and entertainment space.”

With 24 offices in 20 countries, CAA-GBG advises on and manages all aspects of brand extension programs, including branding strategies, market targeting, product development, retail activations, licensee acquisitions, and multi-territory franchising. Furthering branding opportunities for clients across a wide range of consumer products, the joint venture will combine Global Brands’ established and strong worldwide brand management operation, with CAA’s extensive licensing, media, and entertainment platform. Clients of the joint venture will include many of the world’s leading corporate brands, including Coca-Cola, Jeep, and Hershey’s; renowned artists Jennifer Lopez, Eva Longoria and the Bob Marley Estate; and other prominent lifestyle brands and entertainment companies.

“We have a tremendous track record of success in creating robust licensing programs for our clients in the North American marketplace,” said Richard Lovett, President of Creative Artists Agency. “The formation of CAA-GBG enables us to marry the vast resources of both CAA and Global Brands to create world-class business-building opportunities for our combined clients globally.”

CAA has developed and managed more than 100 licensing programs on behalf of its clients, from Bethenny Frankel’s Skinnygirl and Eva Longoria Home for JCPenney, to Kate Hudson’s Fabletics and Kelly Ripa Home for Macy’s.

Perry Wolfman, Head of CAA’s Licensing division, will serve as Chief Executive Officer of CAA-GBG, while Jared Margolis, currently President of Global Brands’ Brand Management Group, will be President of the joint venture.

(more)



“We have enjoyed a long-standing relationship with the leadership at Global Brands, having collaborated on behalf of our clients for many years,” said Wolfman. “With like-minded collaborative cultures and an innovative approach to global brand-building, the combination of these two companies, joining forces to provide best-in-class opportunities to our clients, is immensely exciting.”

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### **About Global Brands Group Holding Limited**

Global Brands Group Holding Limited (SEHK Stock Code: 787) 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.

Global Brands’ Brand Management Group is the world’s leading brand extension company. It offers decades of expertise in expanding its client’s brands into new product categories, new geographies, retail collaborations, as well as assisting in distribution of licensed products on a global basis. It represents more than 100 clients across lifestyle, fashion, entertainment, and sports.

For more information, please visit the corporate website: [www.globalbrandsgroup.com](http://www.globalbrandsgroup.com).

### **About Creative Artists Agency (CAA)**

Leading entertainment and sports agency Creative Artists Agency (CAA) represents many of the most successful professionals working in film, television, music, theatre, video games, sports, and digital content, and provides a range of strategic marketing and consulting services to corporate clients. Founded in 1975, CAA has offices in Los Angeles, New York, Nashville, London, Munich, and Beijing, among other locations globally. CAA’s clients include actors, actresses, writers, directors, producers, musicians, athletes, and other influential artists and executives. CAA works closely with production companies, technology companies, and corporate brands, providing services that include marketing through entertainment, strategic counsel, financing, communications strategy, and philanthropy consulting.

CAA is also a leader in sports, representing more than 1,000 of the world’s top athletes in football, baseball, basketball, hockey, soccer, tennis, and golf, and works in the areas of broadcast rights, corporate marketing initiatives, trademark licensing, sports properties for sales and sponsorship opportunities, and oversees the development, design and construction of major stadiums and arenas globally.

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