



For Immediate Release

Global Brands Group Signs Global Licensing Agreement with Timberland

**For men's and women's socks, soft accessories
and cold weather accessories**

Hong Kong / New York – 21 April, 2017 – Global Brands Group Holding Limited (“Global Brands” or the “Group”; SEHK Stock Code: 787), one of the world’s leading branded apparel, footwear, fashion accessories companies, today announced a multi-year licensing agreement with outdoor lifestyle brand, Timberland, covering men’s and women’s socks, soft accessories, and cold weather accessories.

As part of the agreement, Global Brands will design, produce and distribute men’s and women’s socks, baseball caps, felt and straw caps, leather gloves, printed lightweight and woven scarves, and cold weather accessories under the Timberland® brand name. The first season to launch under Global Brands’ direction will be available in Spring 2018.

“At Timberland, we take great pride in designing products with style and purpose, never compromising quality, to meet the needs of our global consumer,” said Katherine Cousins, Vice President of Licensing and Accessories of Timberland. “Global Brands shares these values while delivering on our highest standards. We are excited about the growth opportunities and our partnership.”

“Timberland is one of the world’s most iconic outdoor lifestyle brands and we look forward to maximizing the potential of the partnership through utilizing our deep retail relationships and global distribution capabilities,” said Jarrod Kahn, President of Accessories and Home at Global Brands Group Holding Limited.

“With strong global appeal, Timberland is a perfect addition to our growing portfolio of prominent consumer brands,” said Jason Rabin, President of North America and Chief Merchandizing Officer, Global Brands Group Holding Limited. “We see significant opportunity to grow the brand in these categories, leveraging our extensive expertise and global network.”

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GLOBAL BRANDS GROUP

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 and fashion accessories companies. The Group designs, develops, markets and sells products under a diverse array of owned 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. In addition, the Group is the global leader in the brand management business through its joint venture, CAA-GBG Brand Management Group.

For more information, please visit the corporate website: www.globalbrandsgroup.com.

About Timberland

Timberland is a global leader in the design, manufacturing and marketing of premium footwear, apparel and accessories for the outdoor lifestyle. Best known for its original yellow boot introduced in 1973, Timberland today outfits consumers from toe-to-head, with versatile collections that reflect the brand's rich heritage of craftsmanship, function and style. Timberland markets lifestyle products under the Timberland® and Timberland Boot Company® brands, and industrial footwear and workwear under the Timberland PRO® brand. Its products are sold throughout the world in leading department and specialty stores as well as company-owned retail locations and online. Timberland's dedication to making quality products is matched by an unwavering commitment to environmental and social responsibility – in terms of its products, the outdoors, and communities around the globe. To learn more about Timberland, a brand of VF Corporation (NYSE: VFC), please visit timberland.com or follow us along the modern trail @timberland.

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