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Global Brands Group Holding Limited
(Incorporated in Bermuda with limited liability)
(Stock Code: 787)

**POLL RESULTS AT THE SPECIAL GENERAL MEETING
HELD ON 24 MAY 2021**

We refer to the circular dated 6 May 2021 (the “**Circular**”) of Global Brands Group Holding Limited (the “**Company**”) regarding the very substantial disposal in relation to the sale of certain Korean business. Full text of the following resolution is set out in the notice convening the SGM dated 6 May 2021 which has also been incorporated in the Circular. Unless otherwise stated, capitalised terms used herein shall have the same meanings as defined in the Circular.

At the SGM of the Company held on 24 May 2021, the proposed resolution as set out in the notice of the SGM was duly passed by the Shareholders by way of poll. The poll results are as follows:

Ordinary Resolution	Number of Votes (%)	
	For	Against
To approve, ratify and confirm the Unit Purchase Agreement and all transactions contemplated under the Transaction Documents and to authorise any director of the Company to execute for and on behalf of the Company (including affixing the seal of the Company in accordance with the bye-laws of the Company to) all such documents and do all such acts and things as he/she may in his/her absolute discretion consider to be necessary, desirable, appropriate or expedient to implement and/or to give effect to the Transaction and the transactions contemplated under the Transaction Documents and all matters incidental or ancillary thereto.	403,748,227 (98.91 %)	4,461,464 (1.09 %)

Notes:

- (a) As more than 50% of the votes were cast in favour of the resolution above, such resolution was duly passed as an ordinary resolution. Full text of the resolution is set out in the notice of the SGM dated 6 May 2021.
- (b) As at 21 May 2021, i.e. the record date of the SGM, the total number of issued Shares of the Company was 1,028,654,302 Shares which was the total number of Shares entitling the holders to attend and vote for or against the resolution at the SGM.
- (c) There were no Shares of the Company entitling the holders to attend and abstain from voting in favour of the resolution at the SGM as set out in rule 13.40 of the Listing Rules.
- (d) No Shareholders of the Company were required under the Listing Rules to abstain from voting on the resolution at the SGM.
- (e) None of the Shareholders of the Company have indicated their intention to vote against or to abstain from voting on the resolution at the SGM in the Circular.
- (f) The Company's Hong Kong branch share registrar, Tricor Investor Services Limited, acted as the scrutineer for the vote-taking at the SGM.

Shareholders and potential investors in the Company should note that the Transaction may or may not proceed as: (i) it is subject to the Completion Conditions which may or may not be fulfilled (or waived); and (ii) the Unit Purchase Agreement may be terminated in certain circumstances, including if, (A) there is a material breach of a warranty given by the Seller or Alpha Vista or a material failure by either of them to perform a covenant under the Unit Purchase Agreement which would give rise to a failure of any of the Completion Conditions; or (B) the Seller does not procure the delivery at Completion of the New Trademark License Agreement.

There is also a risk that the Transaction may not proceed if the Substitution, which is a common approach in Korean transactions involving Korean private equity investment firm acquirors, does not take place, as required under the Unit Purchase Agreement. Accordingly, there is no assurance that the Transaction will be completed.

Shareholders and potential investors in the Company should exercise caution when dealing in the Shares of the Company.

By Order of the Board
Global Brands Group Holding Limited
William FUNG Kwok Lun
Chairman

Hong Kong, 24 May 2021

As at the date of this announcement, the Board comprises one Non-executive Director, namely William Fung Kwok Lun (Chairman); one Executive Director, namely Richard Nixon Darling (Chief Executive Officer) and five Independent Non-executive Directors, namely Paul Edward Selway-Swift, Stephen Harry Long, Allan Zeman, Audrey Wang Lo and Ann Marie Scichili.