



**GLOBAL BRANDS
GROUP**

For Immediate Release

**Global Brands Promotes Ron Ventricelli to
Global Chief Operating Officer and President of North America**

***Company Announces Key Executive Appointments to
Support New Vision for Strategic Growth***

Hong Kong, 18 December, 2018 – Global Brands Group Holding Limited (“Global Brands” or the “Group”; SEHK Stock Code: 787), one of the leading branded apparel, footwear and brand management companies, today announced two key executive appointments as part of the Group’s new vision for long-term strategic growth. Ronald Ventricelli has been named Global Chief Operating Officer and President of North America, a newly created role at the Group, and Mark Caldwell has been named Chief Financial Officer. Both leaders will report directly to Rick Darling, Chief Executive Officer of the Group.

“We are embarking on a new chapter in the Global Brands story and aligning our senior leadership team for long-term growth,” said Mr. Rick Darling, Chief Executive Officer of Global Brands Group Holding Limited. “I have the utmost confidence in Ron’s ability to position our businesses for greater opportunities. Mark has demonstrated strong financial acumen and will no doubt continue to provide excellent leadership to our finance team. I am looking forward to working closely with both Ron and Mark to quickly execute our new strategic vision and position us for growth.”

Mr. Ventricelli has more than 25 years of senior leadership experience. He most recently served as Chief Financial Officer of Global Brands and, before that, at LF USA, Global Brands’ predecessor. Before joining the Group, Mr. Ventricelli served as Chief Financial Officer at Frederick Atkins and Adrienne Vittadini. Earlier in his career, he worked in public accounting at KPMG on the audit side of the business. Mr. Ventricelli holds a B.S. in Accounting from St. John’s University and is a member of the Board of Governors of the YMA Fashion Scholarship Fund.

Mr. Caldwell joined Global Brands’ predecessor, LF USA, as a Vice President of Finance in 2010. He was promoted to Senior Vice President and Corporate Controller in 2012, and then to Executive Vice President of Finance in 2014. Prior to joining the Group, he spent 13 years at PricewaterhouseCoopers. He holds an undergraduate degree from St. Bonaventure University and an MBA from the University of Manchester.

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About Global Brands Group Holding Limited

Global Brands Group Holding Limited (SEHK Stock Code: 787) is one of the leading branded apparel, footwear and brand management 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 Global Brand Management Group.

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

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