



SUNBRIDGE GROUP LIMITED

PANDIST brand wins multiple awards at Asian Brand Forum with CEO also honoured

- PANDIST men's fashion brand wins significant awards at Asian Brand Forum
- CEO Mr Xu Jia Yin also honoured with award
- Brand named as one of China's Top 500 most influential brand, Top 10 brand with growth potential and China brand with most international vision
- Awards confirm that PANDIST brand is a recognised leader in China

Melbourne & Jinjiang, 9 December 2014: Sunbridge Group Ltd (ASX: SBB) (Sunbridge, the Company) is pleased to announce that its PANDIST men's fashion brand recently won a number of awards at the Asian Brand Forum recently held in Shenzhen. Sunbridge's CEO, Mr Xu Jia Yin, was also honoured with an award at the ceremony.

The prestigious China Excellence Brand Awards, widely regarded as industry 'Oscars', are held in conjunction with the Forum and attended by Government officials, Chamber of Commerce heads, industry leaders, celebrities and major media outlets. The awards seek to recognize and reward brands and individuals for their outstanding contribution to industry.

In a major win for Sunbridge its PANDIST brand was named as one of China's Top 500 most influential brands. The brand was also amongst only a select few that were recognized for having an international perspective, a promising sign for the Company. In addition, PANDIST was named as one of the Top 10 Brands with potential for growth.

Sunbridge's CEO, Mr Xu Jia Yin, was also recognized and honored for his contribution by being named as one of China's Top 10 most influential brand leaders.



Figure 1: Sunbridge's CEO Mr Xu Jia Yin (third from right) receives his award at the China Excellence Brand Award Presentation, held in conjunction with the Asian Brand Forum Awards in Shenzhen



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Figure 2: Sunbridge's CEO Mr Xu Jia Yin (fourth from right) receives another award at the Asian Brand Forum Award

Mr Xu commented: "These awards are a great achievement for Sunbridge and for PANDIST, which has now been officially recognised as one of the most influential brands in China, with an international outlook and excellent prospects for growth."

"On a personal level, I am greatly honoured and to have received an individual award, which I also think reflects the esteem in which both our Company and our brand are held."

"With our ongoing and strategic program to rapidly increase the number of self-owned stores, many within high-profile department stores, we will achieve even greater visibility, traction and growth for both the PANDIST and *Agueseadan* brands."

"As recently reported, we are well on track to achieve our goal of 70 self-owned stores by year's end, and we look forward to updating shareholders on our progress on this and other growth initiatives in the coming weeks."

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ABOUT SUNBRIDGE GROUP LIMITED

Sunbridge Group Limited (ASX: SBB) (“Company”) is a leading retailer of menswear in the People's Republic of China (PRC). The Group owns and operates the “PANDIST 邦迪.斯顿” and “*Aqeseadan* 亚阁.仕丹” brands of menswear, which are targeted at different age group segments of well-groomed upper middle class gentleman. The Group’s menswear products range from formal and business wear to casual and sporting apparel, and are currently sold in over 400 retail outlets across the PRC. As an integrated fashion enterprise, the Group is responsible for the design, sourcing and selling of their products. Founded in 1996, the Business has grown rapidly in recent years. The Group’s products are sold across an extensive distribution network, covering 28 provinces, autonomous regions and municipalities in the PRC and Hong Kong.

The Group designs all of its clothing through its in-house design team but it outsources all of its production to Original equipment manufacturer (OEM) contractors which are located in the Guangdong and Wenzhou cities, which are well known apparel production hubs in the PRC. The Group believes that its outsourcing of production to third parties enables it to focus its valuable resources on key design, procurement, warehousing and distribution functions giving the Group a competitive edge. Quality is one of the Group’s top priorities, and the Group works closely with its OEM contractors to ensure that all of its apparel and accessories meet the high quality standards demanded by its target market.

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