



SUNBRIDGE GROUP LIMITED

Sunbridge appoints BBY Limited as corporate advisor

- Sunbridge appoints leading broker BBY to broaden market awareness of Company's operations
- BBY to assist with strategy enabling Sunbridge to execute plans for expansion in China and possible distribution in Australia

Melbourne & Jinjiang, 13 October 2014: Sunbridge Group Ltd (ASX: SBB) (Sunbridge, the Company) is pleased to confirm that it has appointed leading independent Australian Stockbroker BBY Limited (BBY) as corporate advisor to broaden market awareness of the Company and its operations.

Sunbridge is confident that through this appointment BBY can strategically assist the Company with plans to expand its network of retail stores in China, and also with its plans to pursue distribution opportunities for its products in Australia.

The Company also considers that there are considerable synergies and benefits with this appointment, as BBY is largely focused on delivering a broad range of strategic corporate services to growth-driven Australian and Chinese companies, and has been highly successful in this regard.

Sunbridge's Managing Director Xu Jia Yin commented: "The appointment of BBY as corporate advisor is an important step as Sunbridge progresses to the next level of maturity, and we now seek to further grow our retail presence and distribution network in China."

"This partnership will also allow the Company to further explore, through BBY's networks, opportunities for distribution in the Australian market."

"BBY has a broad network of investors in Australia, Asia and other international markets. Through this alliance we will communicate Sunbridge's investment attractions to a wider pool of investors."

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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 "AGUESEADAN 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.