



SUNBRIDGE GROUP LIMITED

26 May 2014

To: Australian Securities Exchange

ASX ANNOUNCEMENT

CEO's address to shareholders at the 2014 Annual General Meeting.

The CEO's speech was made in Mandarin. Below is a translation of the CEO's speech.

"Good morning, Ladies and Gentlemen,

Once again, welcome to Sunbridge's 2014 AGM.

The Chairman has touch on our financial performance, our history and our recent awards. I would like to present our plans for the future.

Sunbridge has the following plans in place for the near future.

1. Increase expenditure on media advertisement and marketing events so as to increase our brand awareness and brand influence. One upcoming promotional event is the 2014 Asian Beach Volleyball competition which we are the sole sponsor of all menswear in the competition.
2. Work with high end departmental stores like Wanda and Laiya, and with big distributors. This will increase our sales network, while also increasing the revenue from each outlet.
3. Setup our own stores and at the same time acquiring successful distributors so as to increase the number of own stores. This will increase our margin, allow us have better inventory management and also better brand image.
4. Setup sales through internet and WeChat
5. Increase expenditure on product development, thereby increasing the status of our product
6. Explore acquisition or cooperation opportunities in Australia

Lastly, I would like to express my gratitude to all shareholders of their support to the company, to all employees for their hard work and contributions, to the board of directors for their advice and guidance. We shall not disappoint the shareholders trust in the Group. We will make Sunbridge bigger and stronger, and increase the return on shareholder's investments.

Thank you."

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Below is the original speech in Mandarin

女士们、先生们，上午好。

我再次欢迎各位光临太阳桥集团 2014 年度股东大会。

主席已介绍了我们的财务表现，我们的过去和我们最近得到的奖项。我想为各位介绍我们未来的计划

展望即将的未来，太阳桥的工作将主要围绕以下几个重点开展

1. 增加广告和推广活动，进一步增强公司品牌形象，扩大影响力。未来的其中一个推广活动是我们被指定为 2014 年亚洲沙滩排球锦标赛唯一指定男装。
2. 与高端百货集团, 例如万达百货和莱雅百货, 及大经销商深化合作，拓展销售网点，提升单店销售收入；
3. 通过新建或从经销商回购的方式，增加自营门店数量，提高利润率、库存管理及品牌形象；
4. 建立网络销售平台和微信营销；
5. 增加产品研发的投入，提升产品的档次；
6. 探索在澳大利亚并购和合作商业机会。

最后，感谢所有股东对集团的信任和支持，感谢所有员工在过去的一年对集团辛勤的付出，感谢所有董事对公司董事会正常运营的指导和监督。我们决不辜负股东对集团的信任，我们会将太阳桥做大做强，提高股东的投资回报。

谢谢。

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