



# SUNBRIDGE GROUP LIMITED

30 December 2014

To: Australian Securities Exchange

## ASX ANNOUNCEMENT

### Appointment of Director

Sunbridge Group Ltd (ASX: SBB) ("Sunbridge") is pleased to announce the appointment of Mr. Benny Yubin Qiu as a non-executive director, effective 30 December 2014.

Mr. Benny Qiu is a resident of Sydney, Australia and has over 30 years of experience in corporate finance, business management, and international business across different industries including manufacturing, real estate services, investment and financial services.

Mr. Qiu has previously worked for a leading Australia and New Zealand wealth management company, managing more than A\$143 billion of assets. Mr. Qiu is currently an executive director of Sydney-based AAI Capital, a corporate advisory firm providing corporate strategy and M&A advice to cross-border transactions within the Asia-Pacific region.

His experience in a broad range of industries, together with his multilingual skills, deep understanding of both Western and Chinese cultures and business practices, ensure he is uniquely placed to assist his clients in dealing with complexities surrounding corporate business strategy, cross-border investment and international marketing.

Mr Qiu holds a Bachelor of Science (China), Graduate Diploma of Applied Finance (Australia) and Master of International Business Management (New Zealand). He has been a fellow member of Financial Services Institute of Australasia (FINSIA) since 2004.

#### **For further information please contact:**

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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.

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