



SUNBRIDGE GROUP LIMITED

27 February 2014

To: Australian Securities Exchange

ASX ANNOUNCEMENT

CHINA BRAND ENTERPRISE

Sunbridge Group Ltd (ASX: SBB) is proud to announce that its menswear brand "Pandist" has been awarded the "The Most Innovation Brand Award", while Mr Xu Jiayin, CEO/MD, is awarded the "The Most Influential Figure Awards".

The award ceremony is held in Hong Kong and is organised by China Entrepreneur Development Committee, China Economic Herald and Asia Television Limited.

The awards reflect Pandist's influence in the market, and will help in extending Pandist brand in China and Hong Kong, thereby positively affecting the revenue.



"The Most Influential Figure Award" to Mr Jiayin Xu, CEO/MD of Sunbridge Group Limited



"The Most Innovation Brand Award" to Pandist (Fujian) Fashion Development Co Limited

For personal use only



SUNBRIDGE GROUP LIMITED



Mr Jiayin Xu (second from the right) receiving the award

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.

Jiayin Xu
Managing Director

For further information please contact:

Sunbridge Group Limited

Level 31, 120 Collins Street, Melbourne, Vic 3000

T: +603 9225 5077 F: +603 9225 5050

E: koh.chowyee@sunbridge.com.au

For personal use only