

30 April 2012

Global Brands S.A. (“Global Brands” or “the Company”)

Holding in Company

Global Brands was informed today that Alexander David Investments, an AIM listed fund (Ticker: ADI), has acquired 8,149,600 shares in Global Brands. The shares were part of a portfolio of assets ADI acquired from Griffin Two Limited.

ADI I now hold 4.4% of the outstanding shares of Global Brands.

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