

01 May 2012

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

The following amendments have been made to the 'Holding in Company ' announcement released on 30 April 2012 at 14:46 under RNS No 3743C.

Alexander Davis Investments only acquired 2,950,000 shares on 30 April 2012. It already owned 5,199,600 shares prior to the purchase.

All other details remain unchanged.

The full amended text is shown below.

Global Brands was informed yesterday that Alexander David Investments, an AIM listed fund (Ticker: ADI), has acquired 2,950,000 shares in Global Brands bringing its total holding to 8,149,600 ordinary shares. The shares were part of a portfolio of assets ADI acquired from Griffin Two Limited. ADI now holds ordinary shares representing 4.4% of the outstanding shares of Global Brands.

Global Brands S.A.  
Simon Bentley, Chairman  
Bruce Vandenberg, CEO

Tel: (0) 20 7317 8022  
[www.globalbrands.ch](http://www.globalbrands.ch)

Libertas Capital  
Thilo Hoffmann  
Sandy Jamieson

Tel: (0) 20 7569 9650  
[www.libertascapitalpartners.com](http://www.libertascapitalpartners.com)

Alexander David Securities Ltd  
Bill Sharp  
Fiona Kinghorn

Tel: (0) 20 7448 9812  
Tel: (0) 20 7448 9829  
[www.ad-securities.com](http://www.ad-securities.com)