



## **CEO's address to shareholders at the 2015 Annual General Meeting.**

English translation of the CEO's address:

"Ladies and gentlemen, good morning

Welcome to Sunbridge Group 2015 Annual General Meeting. On behalf of the Board of Directors and the management I would like to thank our shareholders and guests for your attendance.

2014 is the second year of Sunbridge's listing on the Australian Stock Exchange listing and is also continuation of our development momentum in China's slowed down economic environment. Our group operating income for 2014 fiscal year is A\$84.2 million, an increase of 6% over 2013. The Group has a strong balance sheet of asset and liabilities. As of 31 December 2014, cash and cash equivalents totaled A\$29.3 million. Having a good assets position assists in the implementation of the development strategy of the Group.

In 2014, the Group invested A\$4.18 million to increase the number of direct owned shops from 5 in 2013 to 71 in 2014. Sales revenue from the company's direct owned shops increased from A\$1.5 million in 2013 to A\$6.75 million in 2014, which reflects the brand's high visibility and effective management of direct owned shops. The Group has also begun to build its own web-based sales platform. To further enhance brand image, the Group invested A\$6.3 million in 2014 on shop renovation and upgrading. The Group's new headquarters and warehouse has been completed and is in usage, doubling the group's warehousing capacity.

The Group continues to increase investment in brand promotion. To further enhance brand image and expand brand awareness, the Group has done outdoor advertising, high-end fashion magazines advertising, sponsorship and other commercial activities. The Group's menswear "Pandist" brand was recognized in the 2014 Asian Brand Forum as "The top ten most growth potential brand" and "China's 500 most influential brand". I was also awarded with the "top ten most influential Chinese Brand Personnel" award. These awards reflect the market confidence and influence of "Pandist" brand in China, and which will contributing positively to the Group's future sales.

Corporate governance wise, the Group has operated in accordance with the requirements of Australian listed companies, thereby resulting in a much robust management operation and a more scientific management style.

Looking ahead to 2015, the group's work will focus on the following

1. Increase in advertising and promotion activities to further enhance the company's brand image and expanding brand influence. .
2. Continue to increase the number of self-owned stores, thereby improving margins, inventory management and brand image;
3. Co-operating with high-end departmental stores like Nanjing Golden Eagle, Nanjing New Hundred, Changchun Eurasia, Beijing Wangfujing, New Century, and

Xia-Shang departmental store chains, and with large distributors to consolidate cooperation, expand sales channels, enhance store sales performance.

4. Establish and expand web-based sales platform;
5. Increase investment in product development to enhance product quality; and
6. Explore sales channels acquisitions and cooperation business opportunities in Australia.

Finally, I would like to thank to all shareholders for your trust and support of the Group, to thank all the employees of the Group for your hard work, and to thank the board of directors for the guidance and supervision on the Group's operations. We will not fail in living up to the expectation of the shareholders in making the Group bigger and stronger, and improving shareholders' returns."

Original CEO's address which was made in Mandarin:

女士们、先生们，上午好

非常欢迎各位光临太阳桥集团2015年度股东大会。在此，我代表公司董事会和管理层感谢各位股东和嘉宾的出席。

2014年是太阳桥集团在澳大利亚证券交易所挂牌上市的第二年，而且在中国经济发展速度放缓的大环境中继续保持了发展的势头。集团2014财务年度的营业收入达到8420万澳元，较2013年增长6%；集团资产负债情况良好。截至到2014年12月31日，公司现金及现金等价物共计2930万澳元。良好的资产情况有效地帮助集团实施发展方略。

2014年，集团投资418万澳元，将自营门店数量从2013年的5间增加到2014年的71间。公司自营门店的销售收入也从2013年的150万澳元增加到675万澳元，这充分体现了品牌的高知名度和集团对自营门店的有效管理。集团也在开始筹建自己的网络销售平台。为进一步提升品牌形象，集团2014年投资630万澳元进行门店装修和升级专卖店。公司新总部大楼和新仓库已建成使用，将仓储能力提升一倍。

集团继续加大品牌推广的投入。通过户外广告，高端服饰杂志广告、赞助商业活动等，进一步提升品牌形象和扩大品牌知名度。集团旗下男装品牌“邦迪斯顿”在亚洲品牌论坛上获得“最具增长潜力的十大品牌”和“中国最具影响力品牌500强”，我本人也荣获“中国前十大最具影响力品牌人物”殊荣。此次获奖充分反映了“邦迪斯顿”品牌在市场上的影响力，也将更有助于邦迪斯顿品牌在中国大陆的推广，对公司未来销售业绩将有积极的推动作用。

公司治理方面，集团按照澳大利亚上市公司的要求来规范管理，使经营管理更加科学、健康。

展望2015年，集团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；
- 2、 继续增加自营门店数量，提高利润率、库存管理及品牌形象；
- 3、 与高端百货集团公司（南京金鹰、南京新百、长春欧亚、北京王府井、新世纪百货系统、夏商百货系统）及大经销商深化合作、拓展销售渠道、提升单店的销售业绩；
- 4、 建立和拓展网络销售平台；
- 5、 增加产品研发的投入，提升产品的档次；
- 6、 探索在澳大利亚的销售渠道、并购和合作的商业机会。

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，将集团做大做强，提高股东的投资回报。