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To: Australian Securities Exchange

**ASX ANNOUNCEMENT**

**Completion of store renovations and upgrades**

Sunbridge Group Ltd (ASX: SBB) is pleased to advise that the renovations and upgrades to the distributors' stores have been completed. A total of \$5.85M has been spent as renovation subsidies to distributors to support their renovation and upgrades to their stores. The renovation began in November 2017, covering 258 distributors' stores in China.

In line with Sunbridge's belief in providing premium customers shopping experiences, the renovation and upgrades bring about a new look to Sunbridge distributors' stores, especially the exhibit counters for Sunbridge's menswear, and hence uplifting the brand's image. This has translated into an increase in revenue of 23%, from \$28.3M for the half year of 2017 to \$34.8M for the half year of 2018.

Mr Xu, CEO and Managing director of the Group commented that: "Although competition has been intense in the apparel industry, the Group has been exploring various ways of increasing market share and revenue, and emphasising customers shopping experiences. Sunbridge's strategy of focusing only on menswear has set us apart from other apparel companies. With the large investment made in supporting distributors in their renovation and upgrades to their stores, Sunbridge will once again lead as the premium men's apparel brand."

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