



SUNBRIDGE GROUP LIMITED

Sunbridge appoints new Chief Financial Officer

Melbourne & Jinjiang, 4 August 2014: Sunbridge Group Ltd (ASX: SBB) (Sunbridge, the Company) is pleased to announce that it has strengthened its executive management team with the appointment of Ms Fang (Susan) Zhang to the role of Chief Financial Officer, effective 5 August 2014.

Ms Zhang, an Australian citizen, is well credentialed for the role, being a Certified Practising Accountant in Australia, as well as holding a Master of Practising Accounting from Monash University. She also holds a Master of Law from East China Normal University.

Ms Zhang has experience in the fields of accounting, taxation, corporate finance and governance gained from working at accounting firms and bank, along with a global investment management company in Australia. She also has excellent knowledge of accounting policy and standards in the PRC.

Sunbridge Managing Director Mr Xu Jia Yin commented: "We are very pleased to be appointing someone with Susan's qualifications and experience to the role of Chief Financial Officer."

"Given her track record and expertise advising companies with operations in both China and Australia, she is well placed to assist with our general and financial reporting requirements."

"The Board and management look forward to working with Susan to further strengthen Sunbridge's solid financial position."

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For further information please contact:

Sunbridge Group Limited

Level 31, 120 Collins Street, Melbourne, Vic 3000

T: +613 9225 5077 F: +613 9225 5050

E: koh.chowyee@sunbridge.com.au

www.sunbridge.com.au

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.