



Press Release
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For Immediate Release

YGM Trading acquires territorial control of Aquascutum

YGM Trading Ltd. (SEHK: 375) is pleased to announce the acquisition of the exclusive and absolute intellectual property rights in most of the Asian territories of the British fashion brand Aquascutum. YGM's original intent in May 2009 was to acquire the entire Aquascutum Group from Renown of Japan. However, after careful risk assessment and deliberation, YGM decided to avoid the existing heavy operating expenses and financial problems in Aquascutum Europe and instead opted to acquire Aquascutum's trademarks and brand in most of the Asian territories which it regards as having the highest potential and profitability. YGM has also agreed to provide continuing financial support to Aquascutum UK, now under new ownership, with a view to building a stronger global brand together through which YGM's ownership of the brand in the Asian territories will benefit. This acquisition is another milestone in YGM's continuing expansion into the international up-market fashion market.

Founded in 1851, the British fashion house Aquascutum has led the way with its elegant design and unique sense of style. Its well known signature checkered logo and the trademark trenchcoat have long been favored by aristocrats, royalty, and celebrities. In recent seasons, the label has been represented notably by legendary James Bond actor Pierce Brosnan and supermodel Gisele Bundchen. The British fashion house has its flagship store in London's Regent Street and has global presence in major cosmopolitan cities including New York, Milan, Tokyo, Hong Kong, Shanghai, Beijing and Taiwan.

YGM Trading develops and distributes a wide range of men's and ladies' wear for many world renowned brands. YGM Group currently has over 1200 retail shops under its affiliation including house brand Michel Rene, the British fashion house Aquascutum, French fashion houses Guy Laroche and Charles Jourdan, and American lifestyle clothing brands Ashworth Golf and Hang Ten. YGM Trading has been on the forefront in acquiring and managing international brands and the latest acquisition of Aquascutum has once again proven that it is able to acquire high growth, opportunistic labels even during challenging economic environments. Notable acquisitions in the past by YGM Trading include the acquisition of Hang Ten in 1995. While Hang Ten was subsequently spun off successfully as a separate listing entity in 2003, Hang Ten remains an associated company of YGM Trading. In 2004, YGM Trading made headlines throughout the fashion world when it acquired complete control of the French fashion house Guy Laroche.





Since 1998 and until the acquisition, YGM Trading has been appointed by Aquascutum as the master licensee in the Greater China area. With this acquisition, YGM plans to aggressively expand its presence of Aquascutum sales distributions in the Asian region including Japan, China, Hong Kong, Macau, Taiwan, Korea, India, Singapore, Malaysia, Thailand, Indonesia, Philippines, Brunei, Australia, New Zealand, and the rest of the other high potential countries in our area. It is YGM Trading's long term strategy to continue Aquascutum's successful position as a prestigious, classic European label with a flair of high fashion.

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