

13 July 2011

**Global Brands S.A. ("Global Brands" or "the Company")**

**Trading Update: H1 2011 Update**

Global Brands S.A. (AIM: GBR), an international business developing branded food operations in Europe, including being the master franchise owner for Domino's Pizza in Switzerland, Luxembourg and Liechtenstein, announces a trading update for the six months ended 30 June 2010.

The total system sales – sales from Company-owned stores ("corporate sales") and sales by sub-franchisees - were up 15.4% on the first six months of 2010 at CHF 7.7m. Total systems sales for Q1 were CHF 3.9m, up 23.1% on 2010. In Q2, total system sales were CHF 3.8m, up 8.4% on Q2 2010. As announced on 12 April 2011, total corporate sales for the first quarter increased 15.5% to CHF 3.65m. Q2 corporate sales were up 3.6% to CHF 3.6m on Q2 last year with like-for-like sales showing a 1.7% increase on the same period last year.

The slower growth in Q2 was due primarily to exceptional weather conditions in Switzerland where Swiss Weather Central reported that March to June 2011 had been the hottest months on record for that period. In April, corporate sales were up 6.6% on April 2010. In May, corporate sales were virtually flat on last year, despite the "Mega Week" promotion, during which almost 40% more product was sold compared to the same week last year and with lunchtime sales up by almost 80%. Trading in June picked up again with corporate sales up 4% on the year. Internet sales however bucked the general quarterly trend with Q2 sales up nearly 40% on Q2 2010, accounting for 23.7% of corporate sales in the quarter.

**Bruce Vandenberg, CEO commented:**

"While the second quarter sales performance was a little disappointing, we believe that this was primarily due to unseasonal weather conditions and the business remains capable of significant growth. Trading at our existing corporate stores is expected to pick up strongly in the autumn/winter which is historically our best trading period. We have also completed the conversion of the first Pizza Taxi store into a Domino's sub-franchise store and this store is now trading in line with expectations. We will be converting the other two stores over the next few months. In parallel, we will be focusing on developing our lunch time sales and internet business which we expect to show good growth in the second half of the year. Finally, we remain committed to our acquisitive growth strategy through the development of new sub-franchises, new brands and geographic expansion and are making progress in all these areas."

**-Ends-**

**For further information:**

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*Notes to Editors:*

*Global Brands is a public company incorporated under the laws of Luxembourg and established in 1999. The company has been admitted to trading on the AIM of the London Stock Exchange since 2005.*

*The Company is the owner and operator of the exclusive master franchise of Domino's Pizza in Switzerland, Luxembourg and Liechtenstein. Domino's Pizza is the world's leading pizza delivery brand, with over 9000 stores in 63 markets.*

*Global Brands SA's stated strategy is to add additional international brands to its portfolio.*