



F J BENJAMIN

F J BENJAMIN TO RETAIL UBER-COOL SUPERDRY BRAND IN SINGAPORE AND MALAYSIA

- *British cult brand is one of the fastest growing fashion labels in the UK*
- *First store to open in Kuala Lumpur end 2013*
- *Expansion of F J Benjamin's brand portfolio on track*

Singapore, 22 July 2013 – The uber-cool Superdry brand which grew phenomenally since its launch in the UK a decade ago, will retail in Singapore and Malaysia under long-term distribution deals with F J Benjamin.

Singapore's leading lifestyle and fashion company announced today that it has signed 10-year exclusive distribution agreements for the British label for the Singapore and Malaysia markets. Superdry is owned by UK-based SuperGroup, which listed on the London Stock Exchange in 2010.

F J Benjamin will open three stores in Kuala Lumpur, Malaysia, by early 2014. The first store will open at Pavilion Kuala Lumpur in November this year. The Group is looking for an appropriate location in Singapore, said Nash Benjamin, CEO of F J Benjamin Holdings.

Superdry is better known for its Japanese graphic T-shirts and "hoodies" although it also offers a wide range of sweats, denim, joggers, tops, dresses, jackets, shirts, knitwear, footwear, as well as bags and accessories. It has a wide appeal, capturing elements of urban and streetwear designs with subtle combinations of vintage Americana, Japanese imagery and British tailoring.

The label was born in 2003 out of the Cult Clothing stores opened by Julian Dunkerton, mostly in university towns across England. He and designer James Holder, who was behind the Bench brand, were inspired to create Superdry after a visit to Tokyo, the home of graphics. The first Superdry shop opened in London's

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Covent Garden in 2004 and in less than a decade, a combination of cult appeal and celebrity endorsements from the likes of David Beckham and Zac Efron, helped propelled the brand forward.

Today, Superdry has 113 wholly owned UK and European standalone retail stores, 69 UK and 57 international concessions and globally, 162 franchised and licensed stores. It is sold worldwide in 60 countries including the US, Middle East, Hong Kong, Thailand and Indonesia through the franchised and licensed network, and in 122 territories via its websites.

Mr Benjamin said: “Superdry is one of the most popular young fashion chains to appear in the UK in recent years and we believe it will take Southeast Asia by storm. We like their fashion edginess and their constant drive to stay relevant to the market. We look forward to partnering the SuperGroup.”

Julian Dunkerton, CEO of SuperGroup, said: “We are excited to expand further in the Southeast Asian markets with F J Benjamin, a company with an impeccable track record in building brands in Asia.

“Going to Singapore and Malaysia marks another milestone for us. We believe that we will become a lifestyle choice for the region’s discerning shoppers as they come to appreciate the funky design and premium quality of our products.”

This is the second brand franchise that F J Benjamin has signed in less than two months. In June, it inked a deal with Italian luxury label Valextra to open the first store in Paragon shopping mall in Singapore at the end of 2013.

Mr Benjamin said: “The expansion of our brand portfolio is on track. We hope to announce a few more brands in the coming months that will add diversity and depth to our brand portfolio.”

F J Benjamin, listed on the Singapore Exchange since 1996, retails luxury and lifestyle fashion brands in Southeast Asia and wholesales high-end and lifestyle watches in Southeast Asia and North Asia.

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About F J Benjamin Holdings Ltd (www.fjbenjamin.com) – F J Benjamin Holdings Ltd is a leader in building brands and in developing retail and distribution networks for international luxury and lifestyle labels across Asia. Its portfolio includes fashion and lifestyle brands like Banana Republic, Catherine Deane, Celine, Gap, Givenchy, Goyard, Guess, La Senza, RAOUL, Sheridan, Valextra, and timepiece brands such as Bell & Ross, Converse, Chronoswiss, Girard-Perregaux, Guess? Watches, Gc, Marc Ecko, Nautica, Rado and Victorinox Swiss Army.

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