



MARQUEE BRANDS

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MARQUEE BRANDS ACQUIRES BCBGMAXAZRIA®, BCBGENERATION® & HERVE LEGER®

Los Angeles and New York, August 1, 2017 – Marquee Brands LLC announced today that it has acquired the entire portfolio of brands from BCBG Max Azria Global Holdings, LLC including the BCBGMAXAZRIA, BCBGeneration and Herve Leger brands and all related intellectual property.

Established in 1989, BCBG Max Azria was launched and named for the French phrase “bon chic, bon genre” (*great style, great attitude*) and quickly took the fashion world by storm, becoming synonymous with European flare, American style and affordable pricing. Throughout its history, BCBG has been a favorite amongst influencers and celebrities and is a staple in women’s wardrobes.

“Acquiring these three brands is transformational for Marquee as we step firmly into women’s fashion and further diversify our portfolio,” said Zachary Sigel, Managing Director of Neuberger Berman. “Our mandate and focus on buying relevant brands with their greatest years ahead hasn’t wavered and this acquisition further evidences that commitment,” said Sam Porat, Managing Director of Neuberger Berman.

BCBGMAXAZRIA, BCBGeneration and Herve Leger are the fourth, fifth and sixth investments for Marquee Brands following the acquisitions of Bruno Magli®, Ben Sherman®, and Body Glove®.

Through its global network of international partners, the BCBG brands will continue to expand within mono-branded boutiques, shop-in-shops, department stores and a growing ecommerce marketplace. The brand will have core categories developed and managed through a licensed partnership with Global Brand Group, who will also operate the BCBG stores and supply global product.

“BCBGMAXAZRIA and BCBGeneration each speak to a very specific woman who has come to rely on these brands to help express her unique style and personality. Few women’s contemporary brands carry this much affinity among consumers and retailers alike,” said Cory M. Baker, Chief Operating Officer of Marquee Brands.

Marquee Brands was advised by Jim Langdon of Moore & Van Allen LLP and Christian Neira, general counsel of Neuberger Berman Private Equity.

About Marquee Brands

Marquee Brands is a brand acquisition, licensing and development company. Sponsored by Neuberger Berman Private Equity, a business of Neuberger Berman, one of the world’s leading employee-owned investment managers, Marquee Brands targets high quality brands with strong consumer awareness and long-term growth potential. Marquee Brands seeks to identify brands in various consumer product segments with the goal of expanding their reach across retail channel, geography and product category while preserving the brand heritage and enhancing the ultimate consumer experience. Through its global team of professionals and partners, Marquee Brands monitors trends and markets in order to grow and manage brands in partnership with retailers, licensees and manufacturers through engaging, impactful marketing and strategic planning. www.marqueebrands.com

About Neuberger Berman

Neuberger Berman, founded in 1939, is a private, independent, employee-owned investment manager. The firm manages equities, fixed income, private equity and hedge fund portfolios for institutions and advisors worldwide. With offices in 19 countries, Neuberger Berman’s team is approximately 1,900 professionals, as of June 30, 2017. The company was named the #1 firm in Pensions & Investments 2016 Best Places to Work in Money Management survey (among those with 1,000 employees or more). Tenured, stable and long-term in focus, the firm fosters an investment culture of fundamental research and independent thinking. It manages \$271 billion in client assets as of June 30, 2017. For more information, please visit our website at www.nb.com.

About Global Brands Group Holding Limited

Global Brands Group Holding Limited (SEHK Stock Code: 787) is one of the world’s leading branded apparel, footwear and fashion accessories companies. The Group designs, develops, markets and sells products under a diverse array of owned and licensed brands and a wide range of product categories.

Global Brands’ innovative design capabilities, strong brand management focus, and strategic vision enable it to create new opportunities, product categories and market expansion for brands on a global scale. In addition, the Group is the global leader in the brand management business through

its joint venture, CAA-GBG Brand Management Group. For more information, please visit the corporate website: www.globalbrandsgroup.com.

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All information is as of June 30, 2017 unless otherwise indicated and is subject to change without notice.

Firm data, including employee and assets under management figures, reflects collective data for the various affiliated investment advisers that are subsidiaries of Neuberger Berman Group LLC. Firm history dates back to the 1939 founding of Neuberger & Berman (the predecessor to Neuberger Berman LLC).

This material is being issued on a limited basis through various global subsidiaries and affiliates of Neuberger Berman Group LLC. Please visit www.nb.com/disclosure-global-communications for the specific entities and jurisdictional limitations and restrictions.

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