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SuperGroup PLC  
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## SuperGroup Plc

### SuperGroup partners with F J Benjamin in Malaysia and Singapore

SuperGroup today announces that it has signed a 10 year distribution agreement with F J Benjamin, the retailer of luxury and lifestyle fashion brands in Southeast Asia, to grow the Superdry brand in Malaysia and Singapore

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.

Julian Dunkerton, CEO of SuperGroup, said:

*"We have a clear strategy to partner, outside Europe, with leading distributors in territories around the world to further internationalise and globalise the Superdry brand. This follows new partnerships with Demsa in Turkey and Reliance Brands in India. 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."*

Mr Benjamin, F J 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 SuperGroup."*

**22 July 2013**

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**About F J Benjamin Holdings** ([www.fjbenjamin.com](http://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. It also has an interest in St James Holdings Ltd.

This information is provided by RNS  
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