



Samsonite International S.A. Celebrates Opening of Brand Development and Sourcing Hub in Singapore

SINGAPORE, January 27, 2022 – Samsonite International S.A. (“Samsonite” or “the Company”, together with its consolidated subsidiaries, “the Group”; SEHK stock code: 1910), a leader in the global lifestyle bag industry and the world’s best-known and largest travel luggage company, today announced the grand opening of its brand development and sourcing hub in Singapore.

Building on Samsonite’s more than 25-year history in Singapore, the hub will enable the Company to design and develop products closer to market for several key brands, including *Samsonite* and *American Tourister*, as well as to manage its extensive sourcing activities. Samsonite’s Asia regional leadership has relocated to Singapore to support the hub and manage the Company’s continued business growth in Asia. The Company has also hired a Global Supply Chain Manager based in Singapore to lead the Group’s sourcing activities.

Mr. Kyle Gendreau, Samsonite’s Chief Executive Officer, said, “We are excited to open our new Singapore brand development and sourcing hub. Since beginning the process of transitioning to this hub last June, we have been able to leverage Singapore’s excellent connectivity and infrastructure as well as to tap into its deep talent pool to establish this facility and hire additional staff. Meanwhile, our Asia regional leadership team and their families have completed their relocation to Singapore. We have accomplished a lot in the last seven months, all made possible with the generous support of the Singapore Economic Development Board (EDB) and the tireless efforts of our President, Asia Pacific and Middle East, Paul Melkebeke, and our Singapore head, Satish Peerubandi, as well as their respective teams.”

Mr. Gendreau continued, “Samsonite has a long and fruitful association with Singapore, having done business here for more than 25 years, and we look forward to working closely with the Singapore EDB to continue building our presence. We are confident that by leveraging the talent, connectivity and infrastructure that Singapore offers, we will be able to drive Samsonite’s sustained growth in Asia, an increasingly important part of our business, strengthen our global operations, and position the Company for long-term success.”

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About Samsonite

With a heritage dating back more than 110 years, Samsonite International S.A. (“Samsonite” or the “Company”, together with its consolidated subsidiaries the “Group”), is a leader in the global lifestyle bag industry and is the world’s best-known and largest travel luggage company. The Group is principally engaged in the design, manufacture, sourcing and distribution of luggage, business and computer bags, outdoor and casual bags and travel accessories throughout the world, primarily under the *Samsonite*®, *Tumi*®, *American Tourister*®, *Gregory*®, *High Sierra*®, *Kamiliant*®, *ebags*®, *Lipault*® and *Hartmann*® brand names as well as other owned and licensed brand names. The Company’s ordinary shares are listed on the Main Board of The Stock Exchange of Hong Kong Limited (“SEHK”).

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