



Samsonite International S.A. Assumes Direct Control of Distribution of Tumi Products in Hong Kong (including Macau) and China

HONG KONG, April 5, 2017 – Samsonite International S.A. (“Samsonite” or “the Group”; SEHK stock code: 1910), the world’s largest travel luggage company, today announced that it has assumed direct control of the wholesale and retail distribution of Tumi products in Hong Kong (including Macau) and China with effect from April 1, 2017. This follows the acquisition of certain assets, including inventory, store fixtures and furniture, as well as rights under retail store leases, from Imaginex Holdings Limited (“Imaginex”), by Samsonite’s wholly-owned subsidiary in Hong Kong (including Macau) and China. Imaginex’s term as distributor of Tumi products in Hong Kong (including Macau) and China expired on March 31, 2017.

“This is another important step for the Samsonite Group, and follows on rapidly from the assumption of the direct control of Tumi’s product distribution in South Korea, back in January 1, 2017,” said Mr. Ramesh Tainwala, Chief Executive Officer. “I am excited at the reaction we are seeing across our markets as we continue to develop Tumi’s business globally. I see enormous potential for Tumi in China.”

Mr. Tainwala continued, “The Tumi brand inspires enormous loyalty, and we are already experiencing strong interest in Tumi amongst affluent Chinese customers in Mainland China, Macau and Hong Kong, and amongst both men and women. With direct control of our distribution, we intend to leverage Samsonite’s on-the-ground resources and market knowledge, to support the rapid expansion of Tumi in this region.”

“We are extremely proud of the brand visibility we have developed for Tumi in Hong Kong, Macau and China,” said Alice Wong, President of Imaginex. “I have no doubt that we will continue to see, with Samsonite’s scale and expertise together with Tumi’s strong customer following, brand awareness in the region growing from strength to strength.”

Imaginex has been Tumi’s distributor in Hong Kong (including Macau) and China since 2005. It operated 13 points-of-sale in Hong Kong (including Macau) as of March 31, 2017, including 8 Tumi freestanding stores and 5 shop-in-shops in department stores. Imaginex also operated 14 points-of-sale in China as of March 31, 2017, including 10 Tumi freestanding stores and 4 shop-in-shops in department stores.

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For Immediate Release

About Samsonite

Samsonite International S.A. (the “Company”), together with its consolidated subsidiaries (the “Group”), is the world’s largest travel luggage company, with a heritage dating back more than 100 years. The Group is principally engaged in the design, manufacture, sourcing and distribution of luggage, business and computer bags, outdoor and casual bags, travel accessories and slim protective cases for personal electronic devices throughout the world, primarily under the *Samsonite®*, *Tumi®*, *American Tourister®*, *Hartmann®*, *High Sierra®*, *Gregory®*, *Speck®*, *Lipault®* and *Kamiliant®* brand names as well as other owned and licensed brand names.

About Imaginex

Founded in 1992, ImagineX Group is Asia’s leading retail, brand management and distribution company with unrivalled market coverage in Greater China.

Leveraging the company’s market intelligence, robust infrastructure and network, ImagineX Group offers its brands multiple partnership formats for long-term growth in Greater China and South East Asia including joint ventures, franchise distribution, and management services. It represents over 20 international brands including Salvatore Ferragamo, Marc Jacobs, Paul Smith, 3.1 Phillip Lim, Isabel Marant, Tory Burch, alice + olivia by Stacey Bendet, Club Monaco, Scotch and Soda, ba&sh, Golden Goose Deluxe Brand, etc. The portfolio also includes lifestyle and beauty brands such as Aveda, Jo Malone London, Natura Bisse and Apivita.

ImagineX Group currently operates more than 270 points of sale across 300,000 square feet in 30 cities in China, Hong Kong, Macau and 4 cities in Taiwan and South East Asia, and has offices in Hong Kong, Shanghai, Beijing, Chongqing, Macau, Taiwan and Singapore.

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This announcement contains forward-looking statements. All statements other than statements of historical fact contained in this announcement, including, without limitation, the discussions of the Group's business strategies and expectations concerning future operations, margins, profitability, liquidity and capital resources, the future development of the Group's industry and the future development of the general economy of the Group's key markets and any statements preceded by, followed by or that include words and expressions such as "expect", "seek", "believe", "plan", "intend", "estimate", "project", "anticipate", "may", "will", "would" and "could" or similar words or statements, as they relate to the Group or its management, are intended to identify forward-looking statements.

These statements are subject to certain known and unknown risks, uncertainties and assumptions, which may cause the Group's actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements. Accordingly, you should not place undue reliance on any forward-looking information.

Subject to the requirements of applicable laws, rules and regulations, the Group does not have any and undertakes no obligation to update or otherwise revise the forward-looking statements in this announcement, whether as a result of new information, future events or developments or otherwise. In this announcement, statements of or references to the Group's intentions are made as of the date of this announcement. Any such intentions may change in light of future developments. All forward-looking statements contained in this announcement are qualified by reference to the cautionary statements set out above.