

Giordano Indonesia Participate in Fundraising Event for Flood Victims in Bekasi and Karawang

March, 2021, Indonesia

Giordano Indonesia recently established the “*Giordano Berbagi Programme*” (the “**Programme**”) to raise funds for the flood victims in the Bekasi and Karawang areas of Indonesia.

The floods followed heavy rains in late February, which swamped over 5,000 homes in West Java, displacing more than 3,000 residents in 30 villages in the affected regions.

The Programme was carried out in conjunction with **Aksi Cepat Tanggap (ACT) Indonesia**, a professional philanthropic institution established in 2005 that responds quickly to issues of humanitarian rescue through creative, holistic and large-scale relief programmes.

Funds were raised with the willing participation of Giordano Indonesia’s customers during a live event on Instagram. The entire 100% of donations were used to purchase groceries, masks, hand sanitizers, clothing and other necessities for the flood victims.

Mr Sulaiman Bin Mohammed Said, Technical and Human Resources Consultant of Giordano Indonesia commented, “*These campaigns are part of both our local and global corporate culture. The staff in Indonesia came up with the creative idea to offer their help to the victims in West Java even during these trying times*”. He concluded, “*Both our staff and our customers in Indonesia share a genuine desire to help their compatriots. They all enjoyed being part of an effort that truly made a difference*”.



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About Giordano:

Giordano is a leading international retailer of men's, women's and children's apparel under the brand names *Giordano*, *Giordano Ladies*, *Giordano Junior*, *BSX* and *Beau Monde*. Established in 1981, Giordano now operates over 2,100 stores and counters in Greater China, South Korea, Southeast Asia, Australia, India and the Middle East. Giordano is listed on the main board of Hong Kong Stock Exchange under stock code 709.