

## Giordano World Without Strangers Charitable Fund Goes Online

June, 2021, Hong Kong

The *Giordano World Without Strangers Charitable Fund* (the “**WWS Charitable Fund**” or the “**Fund**”) has gone online, with the Fund’s background information, mission, donation details and monthly statements now available on the corporate website of **Giordano International Limited (HKEx: 709)** (“**Giordano**” or the “**Group**”) at [http://corp.giordano.com.hk/en/wws\\_charitable\\_fund.aspx](http://corp.giordano.com.hk/en/wws_charitable_fund.aspx).

The WWS Charitable Fund was initially set up in 2014 as an independent, Hong Kong-registered charity with tax exemption under section 88 of the Inland Revenue Ordinance.

The WWS Charitable Fund allocates funds raised to make a difference for people in need. Past projects have ranged from primary education initiatives involving the printing and distribution of educational materials and stationery, helping remote villages in rural China to achieve sustainable development, supporting local ethnic minority students, meal tickets for the underprivileged, supporting orphans and children with disabilities, all the way through to rapid response to individuals who have found themselves in emergency financial crisis for which other sources of help may not be available.

Ms **Sophia Zhang**, *Associate Director – Internal Control* at Giordano and who is also an administrator under the Fund, said, “*The WWS Charitable Fund is neither funded nor operated by the government. The Fund’s administrative expenses are borne by Giordano – the Fund’s largest corporate partner – and funds are raised through its own fundraising activities as well as through the support and donations from Giordano employees, its business partners and the community at large*”. She concluded, “*Our World Without Strangers mantra is not just a slogan, it’s part of our fabric. The Fund reflects our local and global corporate culture – now that it is online, we will strive to keep our stakeholders and the community at large updated about our initiatives and the good causes that we support*”.

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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.