

Giordano Appoints New Franchisee in Japan

March 2021, Japan

Giordano International Limited (HKEx: 709) is pleased to announce the appointment of a new franchisee for its Japanese business.

The franchise business is a key part of Giordano's global business strategy, and today's announcement solidifies Giordano's continuing presence in Japan.

Mr Mark Loynd, Executive Director and Head of Overseas Market Development, commented, *"The Japanese apparel market is among the largest in the world and Tokyo remains one of the most influential fashion capitals. Giordano has been present in Japan for over 20 years now, and we're confident that we have the right partner to help us continue our journey in Japan and bring Giordano to new customers."* Mr Loynd concluded, *"I would like to take this opportunity to thank our outgoing, longstanding franchise partner, Wego Limited, for their commitment and dedication"*.

Commenting on the appointment, Dr Gary Chan, Executive Director and Chief Operating Officer, said, *"Simplicity is one of our core values, and this extends to our business model. Giordano's franchising framework is easy to understand, so we are always interested in talking to partners, both new and seasoned, who appreciate Giordano's appeal as an aspirational brand and one of the world's leading international retailers of apparel and accessories for men, women and children."*



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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.