

## Giordano Malaysia Re-Opens in IOI City Mall with New Concept Store

April, 2021, Malaysia

**Giordano International Limited (HKEx: 709)** celebrates its re-opening in IOI City Mall (the “Mall”) with a new concept store.

The new 1200 ft<sup>2</sup> store has moved to a more prominent location on the Lower Ground Floor of the Mall, where larger crowds are expected with the increased foot traffic.

The new store features modern and in-trend terrazzo tile flooring, together with a brand new storefront that boasts a novel LED screen display – the first in Giordano Malaysia’s 89-store network, illustrating Giordano’s uncompromising determination to continuously improve and incorporate new technology. The outward-facing display is 90 inches tall and 30 inches wide and designed to grab the attention of passers-by. Another LED display is installed behind the cashier, fully utilizing the shop space available and optimized to be visible by all visitors to the store.

*“This Giordano store is the first to incorporate the use of digital displays as part of the interior design. Giordano Malaysia is looking forward to implementing this as part of our digital marketing strategy to attract customers and enhance our competitiveness”,* said Ms Jennifer Mah, General Manager of Giordano Malaysia. She concluded, *“the decision to embrace technology in our stores is part of an effort to make our stores more eye-catching and appeal to a new generation of Giordano customers. We have also reduced clutter and installed smaller LED lights to both increase efficiency and create a more polished, sleeker look”.*

IOI City Mall is the largest mall in Southern Klang Valley, attracting crowds from the surrounding Shah Alam, Putrajaya and Cyberjaya areas.





- END -

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.