

## Giordano Signs New Franchise Agreement for Ghana – Global Expansion Continues

April, 2021, Ghana

**Giordano International Limited (HKEx: 709)** announced today that it has entered into an exclusive franchise agreement with **Melcom Limited (“Melcom”)** to launch Giordano in its key department stores and other prime locations throughout Ghana over the next few years.

The move sees Giordano continue its recent expansion in the African continent – adding to its portfolio which already includes Zambia, South Africa, Kenya and Mauritius, alongside its presence in over 30 other countries across Asia, the Middle East, Australia, Canada and Russia.

Mr Mark Loynd, Executive Director and Head of Overseas Market Development, commented, *“Melcom is Ghana’s leading retail chain, with an extensive network of over 50 wholesale and department stores. We are both pleased and excited to commence our partnership with Melcom to bring Giordano to Ghana”.*

Ramesh M. Sadhwani, Joint Group Managing Director of Melcom, stated, *“Giordano has a long, rich history in providing relevant, essential and timeless fashion for all. Ghana has witnessed a surge in demand for international fashion labels, and with Giordano having over 2,100 stores around the world, we are excited to bring the brand to Ghana and West Africa”.* Mr Sadhwani continued, *“We are extremely proud of our heritage, and will draw on our over 30 years of experience to create a new chapter in West Africa’s retail landscape with our new partner, Giordano”.*

Commenting on the expansion, Mr Loynd added: *“Giordano is strengthening its franchise business and remains steadfast in pursuing new markets – our recent ventures in the African continent lays testament to this”.* He concluded, *“Our global expansion continues. We have clear plans to open further new markets in Africa, and will also be looking to add to our existing store network in the UAE, Saudi Arabia, Qatar and in South East Asia”.*



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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.

About Melcom:

Melcom Limited is West Africa's leading organized retail chain and is a true local home-grown Retail Super Brand. Established in 1989, it has footprints across Ghana with over 50 department stores and wholesale stores. Melcom has been adjudged a SUPER BRAND and rated as one of the Top Business Houses in Ghana year after year.