

Giordano Plots Expansion in Canada with New Franchise Partner

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Giordano continues international business development drive with Canadian expansion in partnership with Bridgelinkx

Giordano is set to expand its Canadian presence with the announcement of a partnership with Bridgelinkx Ventures (“**Bridgelinkx**”). As the brand’s newest franchise partner, Bridgelinkx plans to bring Giordano’s signature customer service and outstanding product quality to Ontario and beyond over the next few years.

Looking ahead to further Canada-wide expansion, **Ali Asghar** and **Arshad Islam**, Founders of Bridgelinkx, jointly stated: *“Giordano has been on our radar for some time – their global presence and the quality of their stores, products and service are well known to us – so we are delighted to have secured franchise rights in Canada”*. They further stated, *“We aim to establish ourselves first in the Greater Toronto Area. Once we have established the foundations, we will move onto Montreal and Ottawa, with the aim of following suit nationwide thereafter”*.

Mark Loynd, Executive Director and Head of Overseas Market Development of Giordano International Limited, commented: *“We are excited to be joining forces with Bridgelinkx to bring the Giordano shopping experience to Toronto and beyond. With two locations already in Vancouver, I am confident Bridgelinkx will complement our Canada-wide expansion, bringing Giordano to both our existing customers and newer audiences in the rest of Canada”*.



Ali Asghar and Mark Loynd
New York, November 2023



About Giordano: Giordano International Limited ("**Giordano**" or the "**Company**") is a leading international retailer of men's, women's and children's apparel under the brand names *Giordano*, *Giordano Ladies*, *Giordano Women*, *Giordano Junior*, *BSX* and *Beau Monde*. The Company also operates world-famous apparel and sports brands in certain markets under franchise or license agreements. Established in 1981, Giordano now operates around 1,800 stores and counters in Greater China, the Gulf Cooperative Council (GCC), Southeast Asia, South Korea, Australia, South Asia and Africa. Giordano is listed on the main board of the Hong Kong Stock Exchange under stock code 709.