

Giordano Supports a Greener Malaysia with Tree Planting Initiative

December 19, 2023, Malaysia

Giordano Malaysia joins forces with the Free Tree Society for CSR programme

Each year, the Giordano Malaysia team devises different activities and programmes to increase awareness and encourage community participation by its people across the country.

With a passionate belief that any effort, big or small, will positively impact the environment and the planet in general, the Giordano Malaysia team has a proud history of giving back through corporate social responsibility (CSR) events, having previously volunteered at orphanages, zoos, and animal sanctuaries.

As 2023 comes to a close, the Giordano Malaysia team volunteered at the **Taman Tugu Jungle Nursery** in Kuala Lumpur, which operates under the **Free Tree Society**. The Free Tree Society is an environmental organisation that spreads the environmental stewardship message by giving away trees for free to green our Earth. They also share knowledge and skills to empower people to live more sustainably.

With 30 members of staff from different departments and regions participating, the volunteers began the day by engaging with the team from Free Tree Society, who conveyed fundamental environmental knowledge, sustainable skills and appreciation for nature in a hands-on manner to help drive environmental change. The Giordano team then took part in a Nursery Planting Workshop, followed by a Sustainable Solutions Talk which focused on water conservation and waste, and a Guided Jungle Walk where topics such as biodiversity conservation and climate were discussed.

Jennifer Mah, General Manager of Giordano Malaysia, commented, *"It was a tiring yet fulfilling day for our staff, who gained valuable knowledge on how to create a greener Malaysia through changes to mindset and culture".* She added, *"I believe that the time spent volunteering here today has helped to foster a greater sense of environmental responsibility, teamwork, and community engagement while making a positive impact on the planet. I am also hoping to reach out to our customers and encourage them to join us in this worthy cause".*





Nursery planting



Nursery care



The Jungle Walk



The Giordano Malaysia volunteer team

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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.