

GIORDANO

FOR IMMEDIATE RELEASE

Giordano Releases Unaudited Operations Update For the First Quarter Ended March 31, 2025

Giordano Achieves 5.2% Sales Growth in Q1 2025, as Macroeconomic Challenges Rise

**Growth Driven by Robust Retail Performance in the GCC and Greater China Markets,
Strategic Digital Initiatives, and Continued Wholesale Business Improvements**

25 April, 2025 – Hong Kong, Giordano International Limited (“**Giordano**”, the “**Group**” or the “**Company**”; SEHK stock code: 0709), today released its unaudited operations update for the quarter ended March 31, 2025.

During the first quarter, Giordano achieved a notable 5.2% increase in sales on a constant exchange rate basis, underscoring its resilience amid the challenging global economic environment and unfavorable exchange impacts, closing in an overall growth of 3.7%. Key markets, with the exception of Southeast Asia, performed positively, with the Gulf Cooperation Council (GCC) region leading the way with a 15% growth, supported by the positive timing difference of Ramadan year-over-year. In Southeast Asia, the underperformance of non-Giordano brands in Indonesia prompted the Company to take counteractive measures, including the streamlining of its operations to address challenges effectively.

Giordano’s online business also achieved an encouraging 18.4% growth, driven by ongoing improvements in Mainland China. This success aligns with the Group’s strategic emphasis on digitalization, a core component of its “*Beyond Boundaries*” strategic plan. The Company is also set to implement further initiatives to expand its e-commerce presence globally through the strengthening of digital capabilities. Additionally, wholesale revenue surged by 23.6%, supported by robust sales in its franchise markets, especially the Philippines and Myanmar.

As Giordano progresses into Q2, the Group reaffirms its unwavering commitment to the “*Beyond Boundaries*” 5-year strategy, which provides a clear roadmap to success and to

Page | 1

(HKEx Stock Code: 00709)

香港九龍長沙灣道 777-779 號天安工業大廈 5 樓

5TH FLOOR, TIN ON INDUSTRIAL BUILDING, 777-779 CHEUNG SHA WAN RD., KLN, H.K.
TEL: (852) 2746 4668 FAX: (852) 2370 8864 www.giordano.com

GIORDANO

becoming a growth company. This quarter's results reflect Giordano's strategic focus on enhancing digital capabilities and operational excellence, laying a solid foundation for its future growth.

Colin Currie, Chief Executive Officer of Giordano International Limited, remarked, *"Our strategic initiatives, grounded in the 'Beyond Boundaries' plan, are proving effective in navigating the current economic landscape. While the global situation remains volatile, our ambition to strive to achieve 3%-5% revenue growth this year remains intact. We are leveraging our core competencies and pursuing our strategic direction to mitigate risks and drive success"*.

This quarterly performance reflects Giordano's unwavering commitment towards revenue growth, digital transformation, and operational efficiency. With the ongoing executing of its strategic initiatives, the Group is well-positioned to achieve its long-term goals and maintain a competitive edge in the global marketplace, reinforcing its status as Asia's leading fashion apparel brand.

- End -

About Giordano

Giordano is an international apparel retailer with a portfolio of brands, including *Giordano, with its men's, women's and children's wear divisions, Giordano Ladies, Beau Monde*, and other owned and licensed brands. Established in 1981, GIORDANO now has over 1,700 stores in over 30 countries around the world. Giordano is listed on the Main Board of The Stock Exchange of Hong Kong Limited (stock code: 0709).

Media Contacts

Tim Cheung [**tim@onehereford.com**](mailto:tim@onehereford.com)

Page | 2

(HKEx Stock Code: 00709)

香港九龍長沙灣道 777-779 號天安工業大廈 5 樓

5TH FLOOR, TIN ON INDUSTRIAL BUILDING, 777-779 CHEUNG SHA WAN RD., KLN, H.K.
TEL: (852) 2746 4668 FAX: (852) 2370 8864 www.giordano.com