

GIORDANO

FOR IMMEDIATE RELEASE

Giordano Releases Unaudited Operations Update for Q1 2026

Giordano Delivers 7.4% Retail Revenue Growth in Q1 2026 Hong Kong Retail Revenue Up by 6%; Mainland China E-Commerce Sees 46.7% Increase

Giordano Ladies Rebranded as “gl”; Queen’s Road Central Flagship Store Reopened with Fresh Positioning and Elevated Experience for Younger Customers

(23 April, 2026 - 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, 2026.

During the first quarter, Giordano recorded a solid 3.9% increase in overall revenue and a 7.4% increase in retail revenue, driven by growth in the Greater China market, including sustained momentum in Hong Kong from the second half of 2025 into the first quarter of 2026, a rebound in Taiwan, and strong e-commerce performance in Mainland China. Overall same-store sales grew by 8.2%, driven by the Group’s store optimisation strategy and continued performance improvements in Mainland China. These results reflect the strategic priorities set out in the Group’s “Beyond Boundaries” five-year strategy, with a focus on its “Digital First” and “Winning in Greater China” initiatives.

Southeast Asia markets, excluding Indonesia, delivered double-digit sales growth, supported by favourable currency movements and weather conditions. In particular, Singapore and Malaysia achieved 12.1% and 14% increases in sales, respectively, while Thailand recorded a 9.2% growth.

In its home market of Hong Kong, revenue growth reached 6% during the first quarter, while Taiwan recorded a 14% increase in sales. Encouragingly, Mainland China’s e-commerce sales growth continued to accelerate, reaching 46.7% during the same period. In addition, the Group rebranded Giordano Ladies, its premium womenswear brand, with a refreshed shorthand logo “gl” and relaunched its 5,858-square-foot flagship store on Queen’s Road Central, Hong Kong, with fresh designs, an elevated customer journey, and an exclusive collection. Since the brand refresh in August 2025, customer response has been encouraging, achieving strong momentum in same-store sales growth.

Commenting on the relaunch of the gl flagship store, Mr. Colin Currie, Chief Executive Officer of Giordano, remarked, *“The relaunch of gl marks the beginning of our broader brand revitalisation campaign. It goes beyond new store design and refreshed brand imagery. It also includes the introduction of new products and a stronger, more integrated connection with our existing and new customers across offline and online channels. We have been encouraged by gl’s strong sales momentum since the second half of 2025, which demonstrates the efficacy of our strategy.”*

Looking ahead, the rebranding of our core Giordano brand will debut in Hong Kong in the fourth quarter, led by the launch of our flagship store in Tsim Sha Tsui, which will be the first to showcase our new store format and enhanced retail experience.”

(HKEx Stock Code: 00709)

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As the Group enters the second quarter, while geopolitical uncertainties may continue to weigh on consumer sentiment, the Greater China and Southeast Asia markets remain resilient and dynamic.

Mr. Currie added: *“Our target of achieving 3% to 5% revenue growth for our core brand this year remains unchanged. Despite a volatile global economic environment, we remain firmly focused on the strategic priorities set out in our ‘Beyond Boundaries’ five-year strategy, which guides our efforts to deliver sustainable growth while shaping Giordano into an iconic and enduring brand. Our ambition is to position Giordano not just as a brand, but as a distinctive symbol of Asian apparel, defined by superior quality, comfort, confidence and creativity.”*

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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 nearly 1,600 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)

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