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GIORDANO

GIORDANO INTERNATIONAL LIMITED

(Incorporated in Bermuda with limited liability)
(Stock Code: 709)

UNAUDITED OPERATIONS UPDATE FOR THE QUARTER ENDED MARCH 31, 2025

The Board of Directors (the “Board”) of Giordano International Limited (the “Company”) presents the following unaudited operations update of the Company and its subsidiaries (the “Group”) for the quarter ended March 31, 2025. This announcement is made under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) and rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Company advises its shareholders and potential shareholders to exercise caution when dealing in the shares of the Company.

Revenue Analysis

	The first quarter ended March 31					
	2025	Contribution	2024	Contribution	Change at current exchange rate	Change at constant exchange rate
<i>(In HK\$ million)</i>						
Greater China	423	42.4%	399	41.5%	6.0%	8.0%
Southeast Asia and Australia	382	38.3%	395	41.1%	(3.3%)	(2.0%)
Gulf Cooperation Council	192	19.3%	167	17.4%	15.0%	15.6%
Group revenue¹ by market	997	100.0%	961	100.0%	3.7%	5.2%
Offline	750	75.2%	757	78.8%	(0.9%)	0.5%
Online	116	11.7%	98	10.2%	18.4%	20.4%
Retail	866	86.9%	855	89.0%	1.3%	2.8%
Wholesale to overseas franchisees	100	10.0%	72	7.5%	38.9%	38.9%
Wholesale to franchisees in Mainland China	31	3.1%	34	3.5%	(8.8%)	(5.9%)
Wholesale to franchisees	131	13.1%	106	11.0%	23.6%	24.5%
Group revenue¹ by channel	997	100.0%	961	100.0%	3.7%	5.2%
Group same-store sales²	669		645		3.7%	N/A
Global brand sales³	1,088		1,070		1.7%	N/A
Stores at period-end	1,720		1,794		(74)	N/A

The Group is advancing its strategic priorities with a strong emphasis on enhancing digital capabilities and operational excellence. As we move further into 2025, our commitment towards our ‘Beyond Boundaries’ 5-year strategic plan remains steadfast, striving to achieve sustainable growth in the face of global market challenges.

In the first quarter, the Group recorded a notable 5.2% sales increase on a constant exchange rate basis, demonstrating resilience despite unfavourable exchange impacts, which resulted in an overall growth of 3.7%. Key markets, with the exception of Southeast Asia, reported positive performance, with the GCC region notably achieving a significant 15% year-on-year growth, partly supported by the positive timing difference of Ramadan. The Southeast Asia region faced challenges due to the underperformance of non-Giordano brands in Indonesia, and we are actively streamlining operations to address these issues moving forward.

Our online business demonstrated exceptional growth with an 18.4% increase, largely driven by systematic improvements in Mainland China. We are set to implement further initiatives to expand our e-commerce presence globally, which aligns with our strategic focus on digitalization, as outlined in the ‘*Beyond Boundaries*’ 5-year strategic plan.

Wholesale revenue saw a remarkable improvement of 23.6%, supported by strong sales growth in our franchise markets, especially the Philippines and Myanmar.

As previously set out in its 2024 full-year results, the Group’s ambition remains to achieve 3%-5% revenue growth. However, the recent disruption to global trade and volatility in financial markets around the world, exacerbated by macroeconomic and geopolitical tensions, could adversely impact consumer demand. Management is committed towards robust planning as well as leveraging the strategic initiatives under its ‘*Beyond Boundaries*’ 5-year strategic plan to address and tackle these challenges.

Our performance reflects our emphasis and dedication towards fostering revenue growth, embracing digital transformation, and achieving operational efficiency. We are well-equipped to achieve our long-term aspirations and sustain our competitive edge in the marketplace.

By Order of the Board
Colin Melville Kennedy CURRIE
*Chief Executive Officer and
Executive Director*

Hong Kong, April 25, 2025

At the date of this announcement, the Board comprises four Executive Directors; namely, Mr Colin Melville Kennedy CURRIE (Chief Executive Officer), Dr CHAN Ka Wai, Mr Mark Alan LOYND and Mr LEE Chi Hin, Jacob; three Non-executive Directors; namely, Mr TSANG On Yip, Patrick (Chairman), Ms CHENG Chi-Man, Sonia and Mr CHENG Chi Leong, Christopher; and four Independent Non-executive Directors; namely, Professor WONG Yuk (alias, HUANG Xu), Dr Alison Elizabeth LLOYD, Mr Victor HUANG and Mr CHAU Kwok Wing Kelvin.

¹ “Group revenue” comprises consolidated revenue from direct-operated stores’ retail sales, and wholesale to franchisees.

² “Group same-store sales” means retail revenue save for revenue derived from the retail sales of newly-opened and terminated stores and stores temporarily closed for more than 10% of operating days of comparable periods for renovation or other purposes. These are at constant exchange rates.

³ “Global brand sales” comprises all Giordano retail sales from direct-operated stores, franchised stores, and stores operated by a joint venture. These are at constant exchange rates.