



GIORDANO

2011 Third Quarter Update

17 November 2011

Operations Highlights – Group

<i>(In HK\$ millions)</i>	3Q11	3Q10	YOY Change	YTD Sep 2011	YTD Sep 2010	YOY Change
Sales	1,334	1,125	+19%	3,983	3,262	+22%
Gross profit	767	638	+20%	2,348	1,875	+25%
Gross margin	57.5%	56.7%	+0.8 pp	59.0%	57.5%	+1.5 pp
Global brand sales ¹	1,762	1,548	+14%	5,393	4,656	+16%
Comparable store sales ² increase	+8%	+8%		+12%	+6%	
Net cash and bank balances ³	1,110	756	+47%	1,110	756	+47%
Inventory days of sales (days) ⁴	34	35	-1	34	35	-1
Number of outlets ³	2,496	2,249	+247	2,496	2,249	+247

¹ Global Brand Sales are total retail sales, at constant exchange rates, in self-operated and franchised stores and stores operated by subsidiaries and associates/jointly controlled entities.

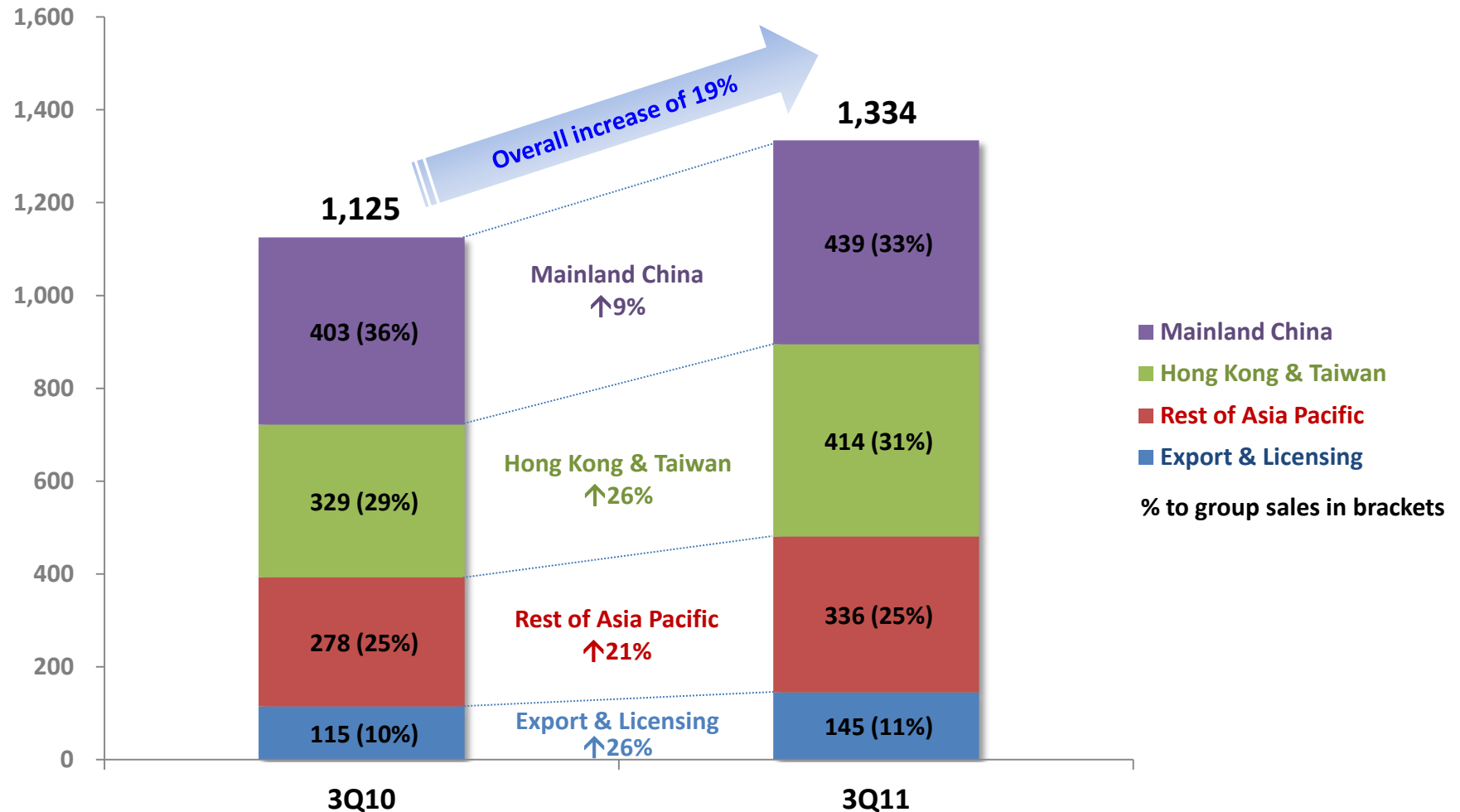
² Comparable Store Sales are total Brand sales, at constant exchange rates, from existing stores and e-shop that have been opened/operated in the prior period.

³ At the end of the period.

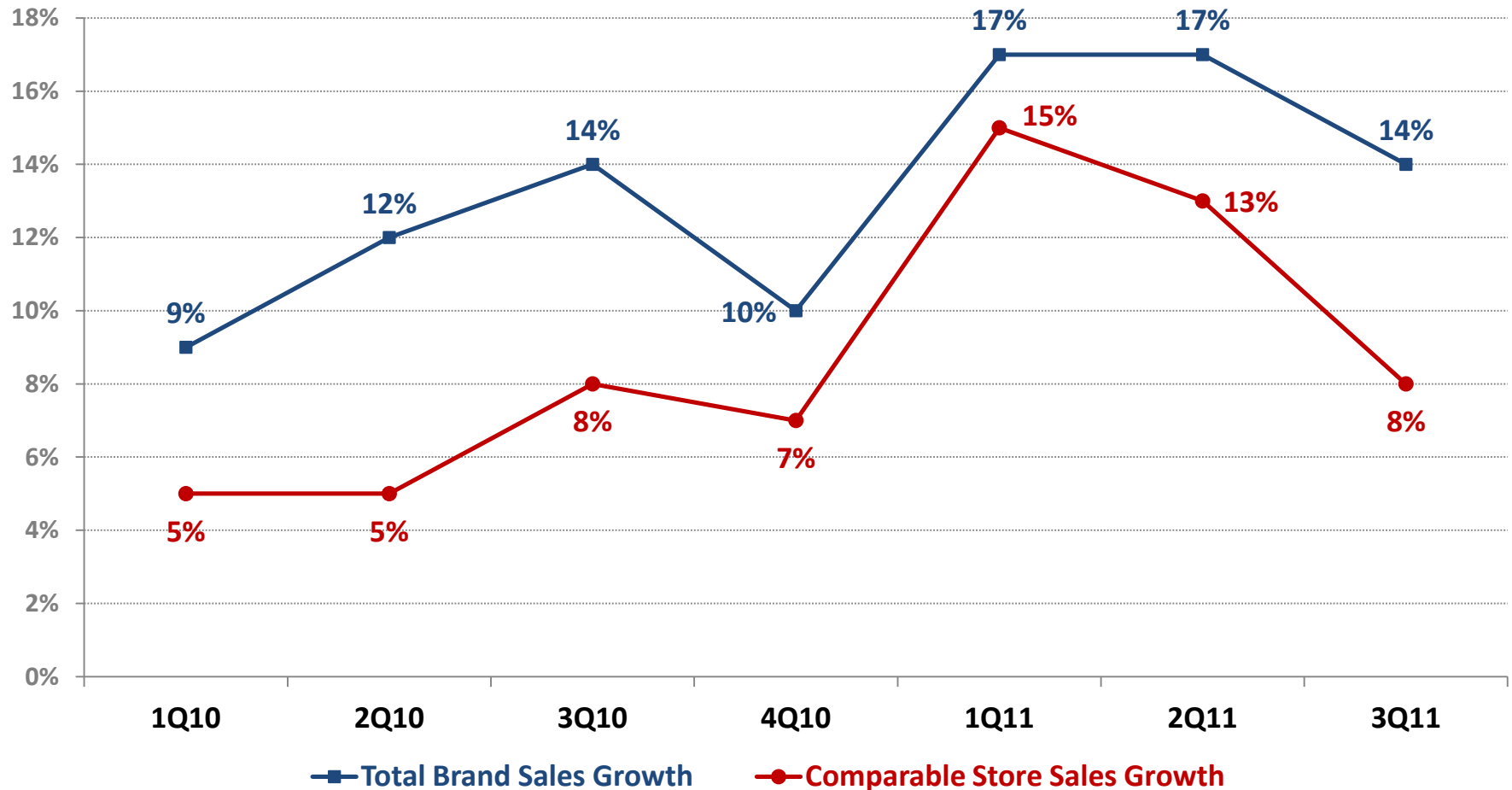
⁴ Inventory held at period end divided by sales and multiplied by number of days in the period

3Q11 Sales Growth and Contribution by Region

(HK\$ millions)

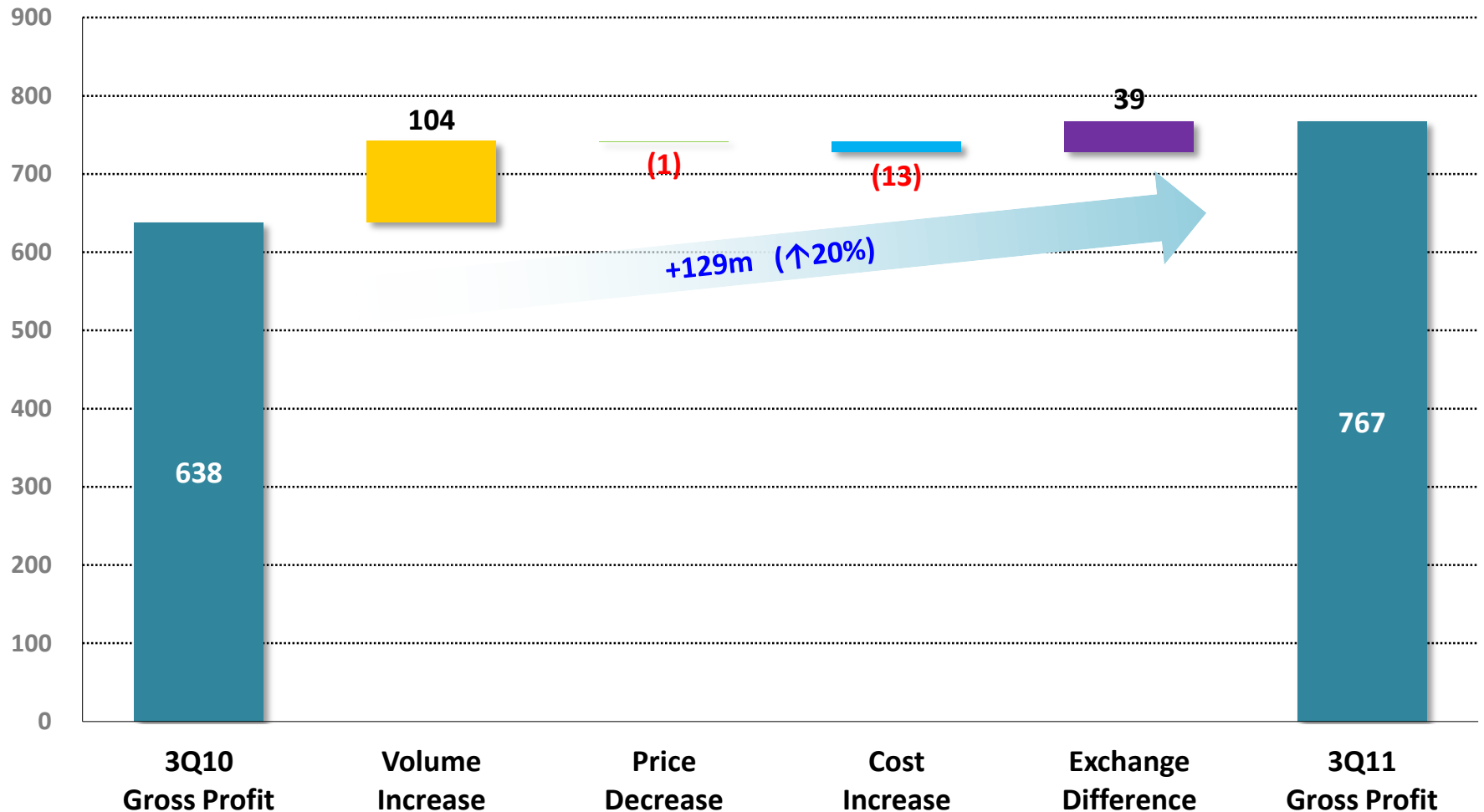


Total Brand Sales Growth and Comparable Store Sales Growth for the last 7 quarters – Group

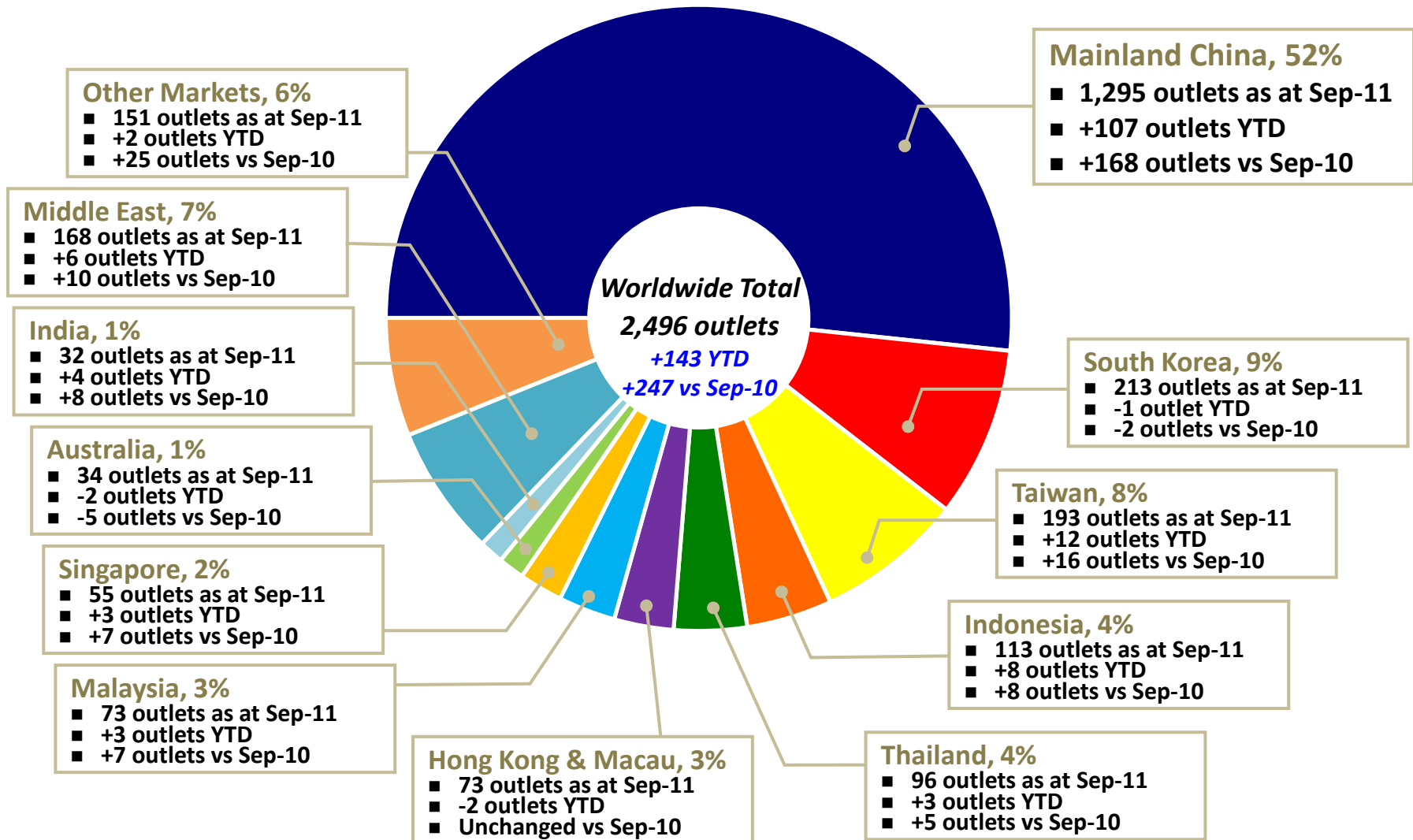


3Q11 Gross Profit Reconciliation

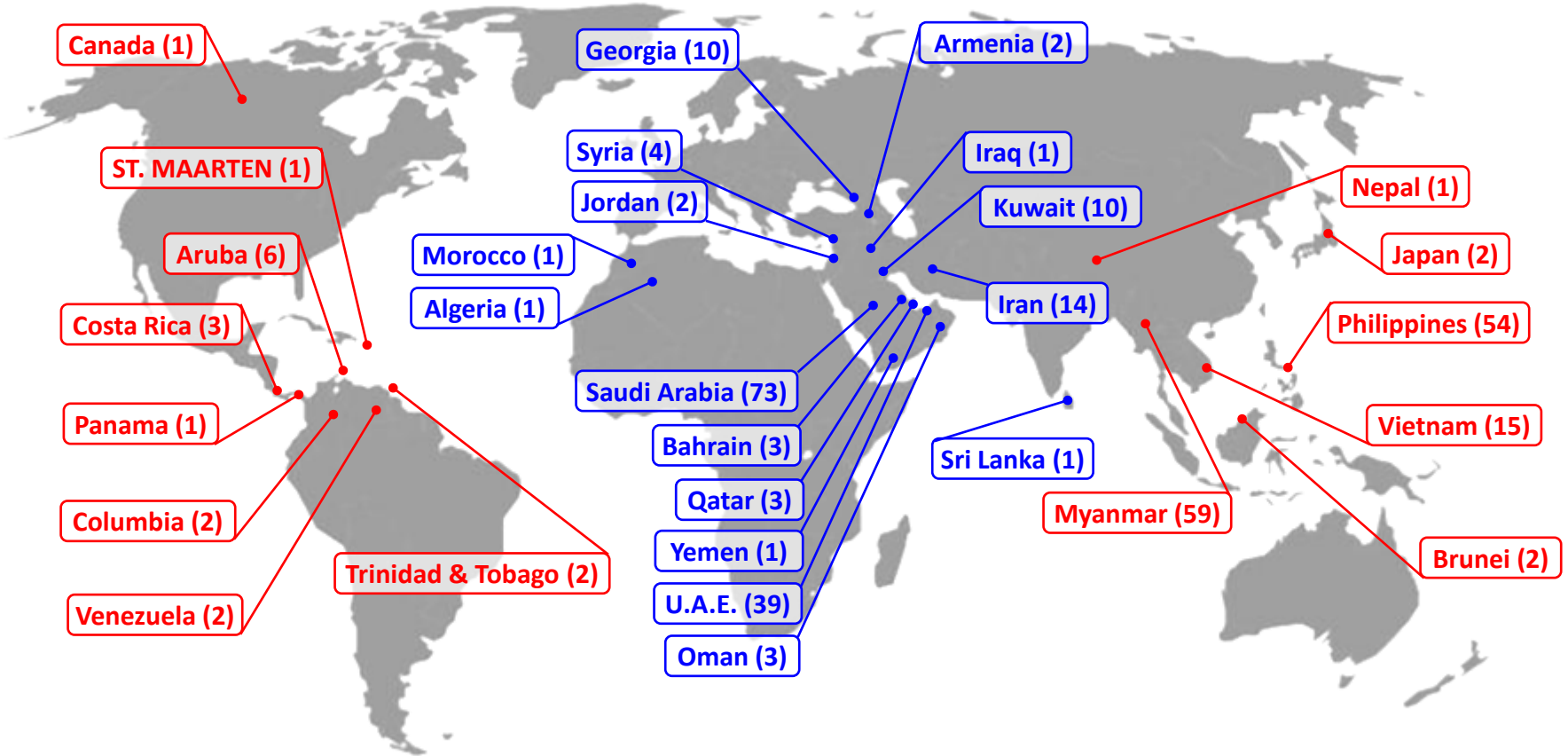
(HK\$ millions)



Store Number by Market as at 30 September 2011



Store Number in Middle East and Other Markets

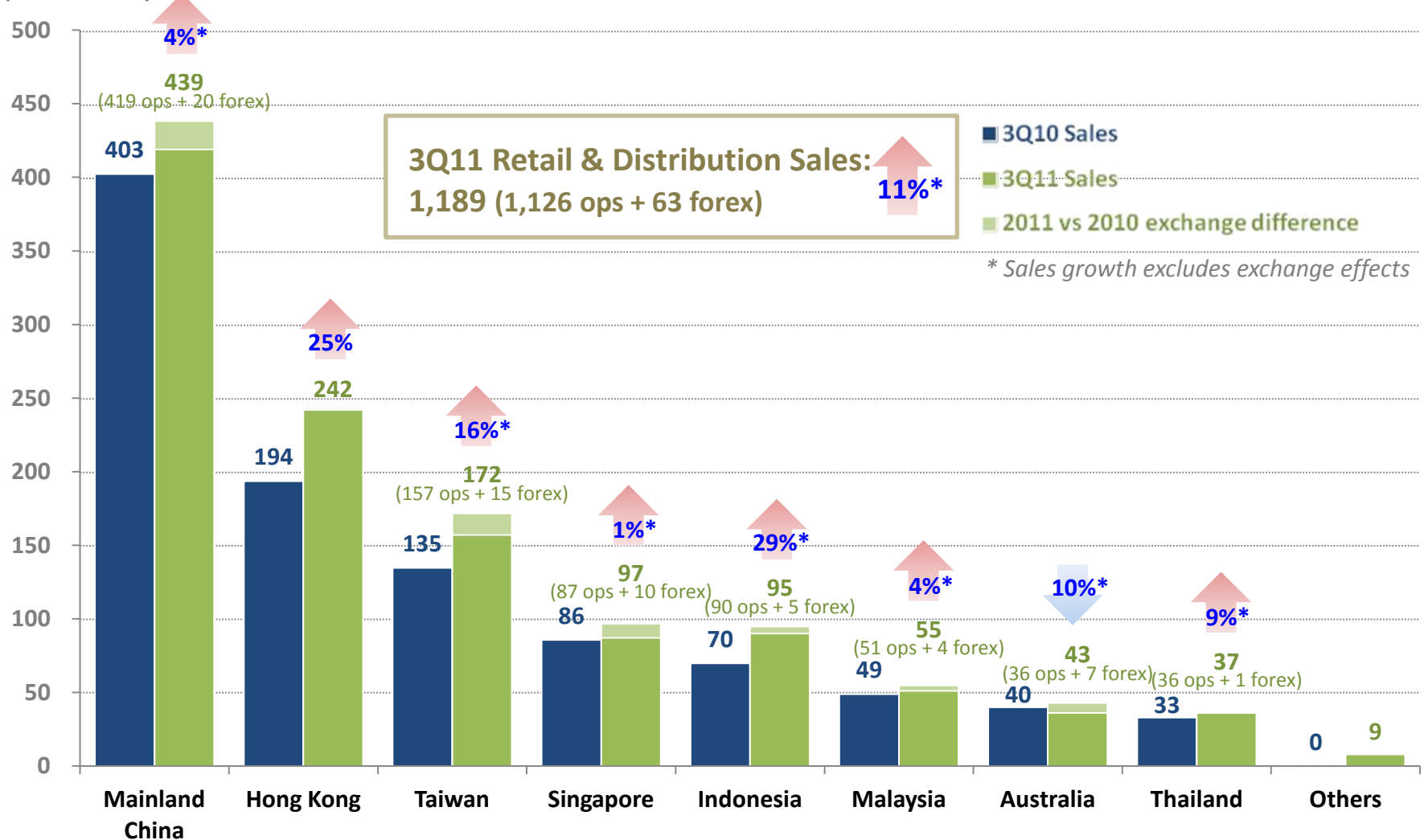


Middle East total: 168

Other Markets total: 151

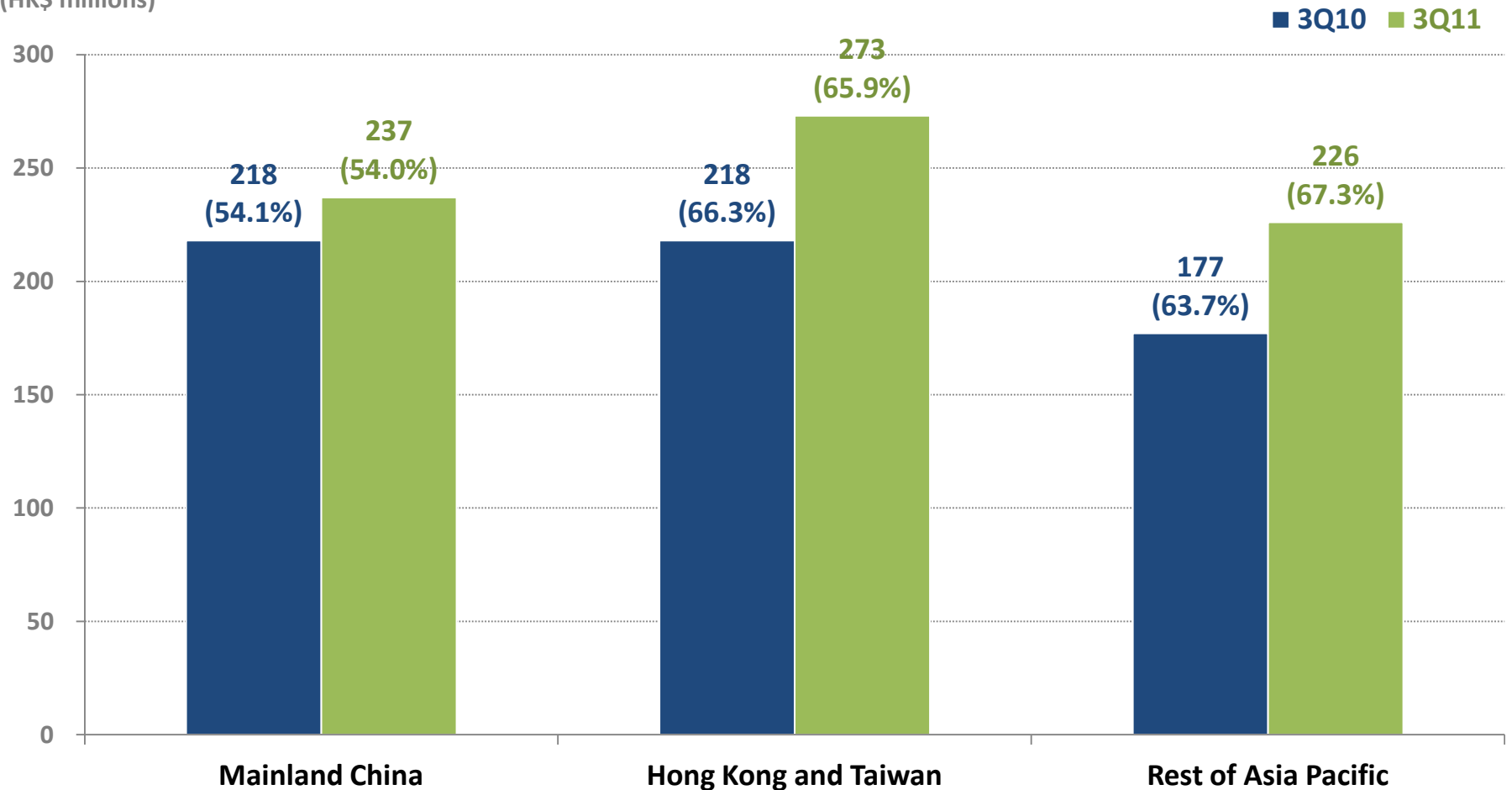
3Q11 Retail & Distribution Sales by Market

(HK\$ millions)



3Q11 Retail & Distribution Gross Profit (Margin) by Region

(HK\$ millions)



Retail & Distribution Review by Region – Mainland China

<i>(In HK\$ millions)</i>	3Q11	3Q10	YOY Change	YTD Sep 2011	YTD Sep 2010	YOY change
Total sales ¹	439	403	+9%	1,392	1,193	+17%
Retail self-operated stores	263	240	+10%	896	761	+18%
Wholesale to franchisees	176	163	+8%	496	432	+15%
Total brand sales ²	481	457	+5%	1,686	1,495	+13%
Comparable store sales ³ increase	+1%	+8%		+10%	+3%	
Gross profit	237	218	+9%	780	660	+18%
Gross margin	54.0%	54.1%	-0.1 pp	56.0%	55.3%	+0.7 pp
Number of outlets ⁴	1,295	1,127	+168	1,295	1,127	+168
Self-operated stores	520	433	+87	520	433	+87
Franchised stores	775	694	+81	775	694	+81

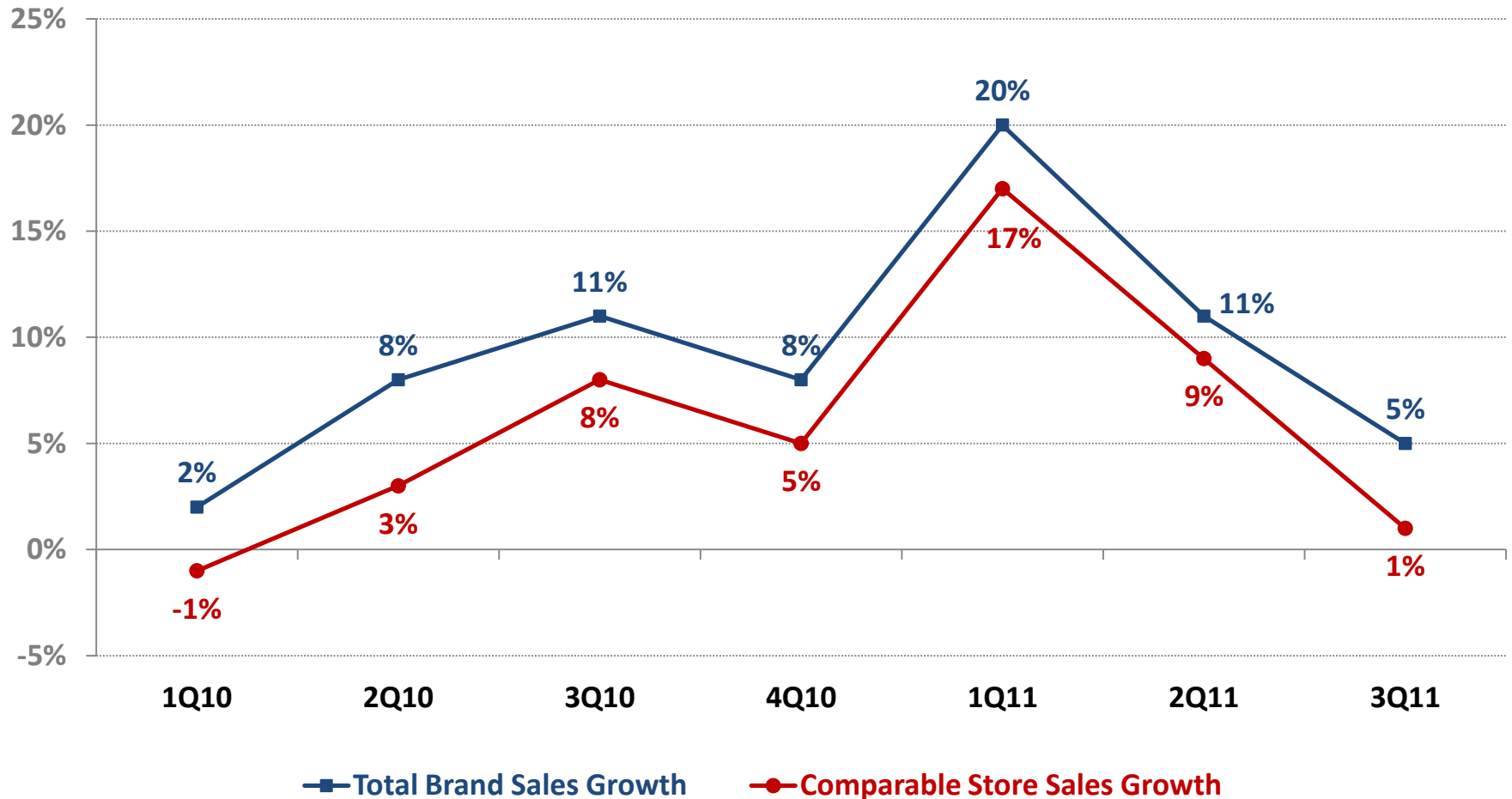
¹ Total Sales are total retail sales in self-operated stores and total wholesale sales to franchisees, translated at average exchange rates.

² Total Brand Sales are total retail sales, at constant exchange rates, in self-operated and franchised stores.

³ Comparable Store Sales are total Brand sales, at constant exchange rates, from existing stores and e-shop that have been opened/operated in the prior period.

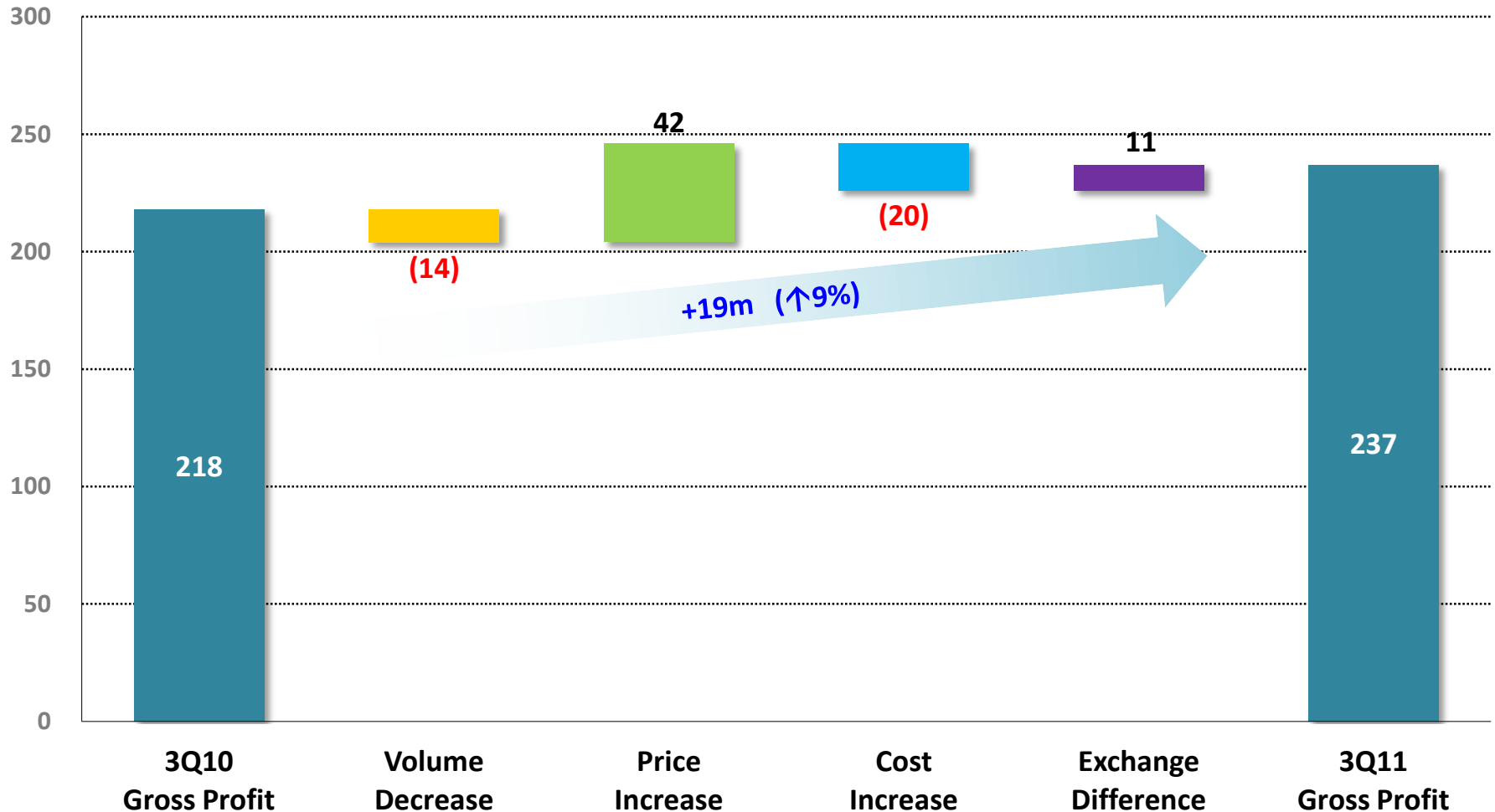
⁴ At the end of the period.

Total Brand Sales Growth and Comparable Store Sales Growth in the last 7 quarters – Mainland China



3Q11 Gross Profit Reconciliation – Mainland China

(HK\$ millions)



Retail & Distribution Review by Region – Hong Kong and Taiwan

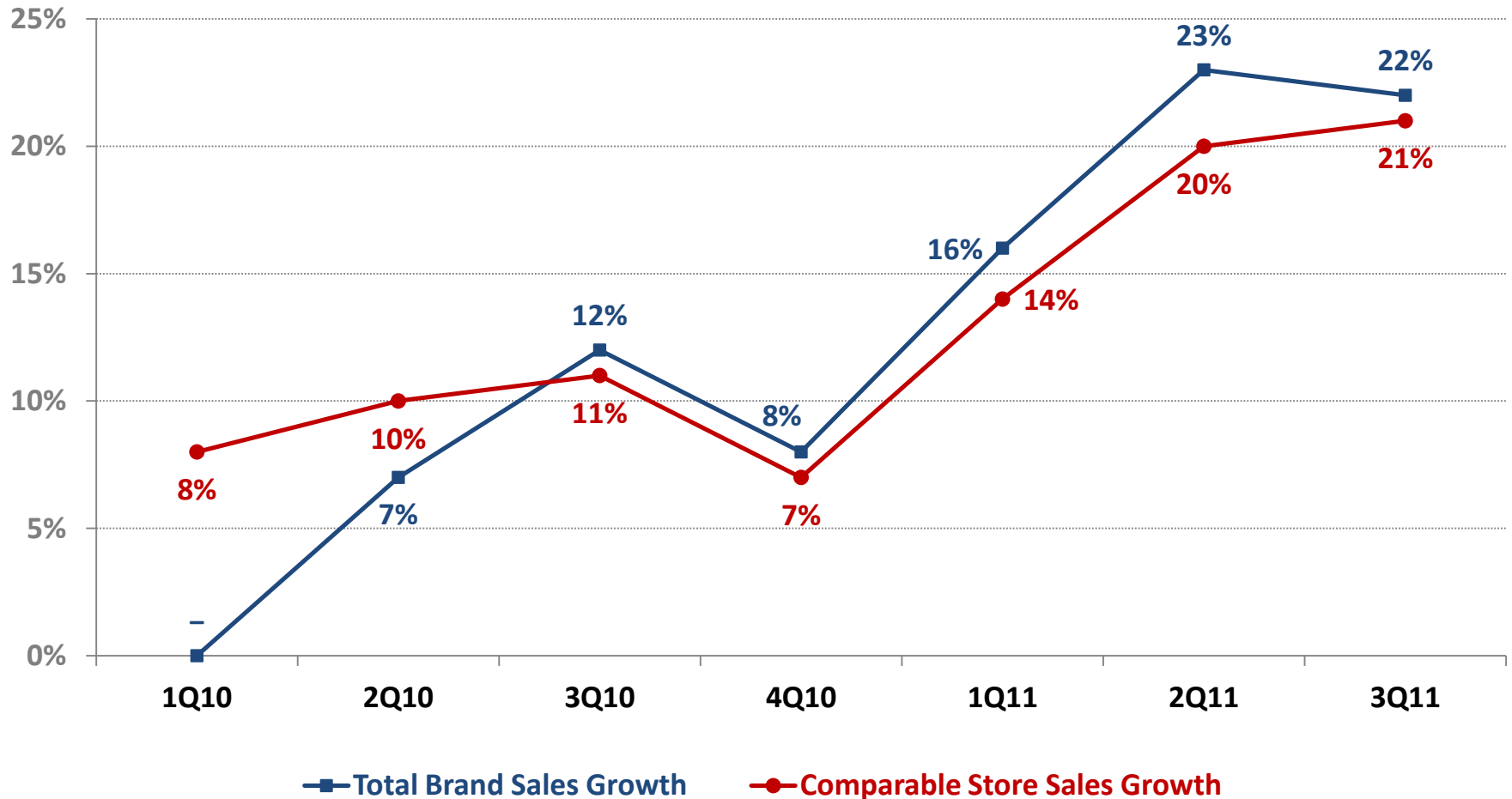
<i>(In HK\$ millions)</i>	3Q11	3Q10	YOY Change	YTD Sep 2011	YTD Sep 2010	YOY Change
Total sales ¹	414	329	+26%	1,246	1,000	25%
Comparable store sales ² increase	+21%	+11%		+18%	+9%	
Gross profit	273	218	+25%	837	653	+28%
Gross margin	65.9%	66.3%	-0.4 pp	67.2%	65.3%	+1.9 pp
Number of outlets ³	266	250	+16	266	250	+16

¹ Total Sales are total retail sales translated at average exchange rates.

² Comparable Store Sales are total Brand sales, at constant exchange rates, from existing stores that have been open in the prior period.

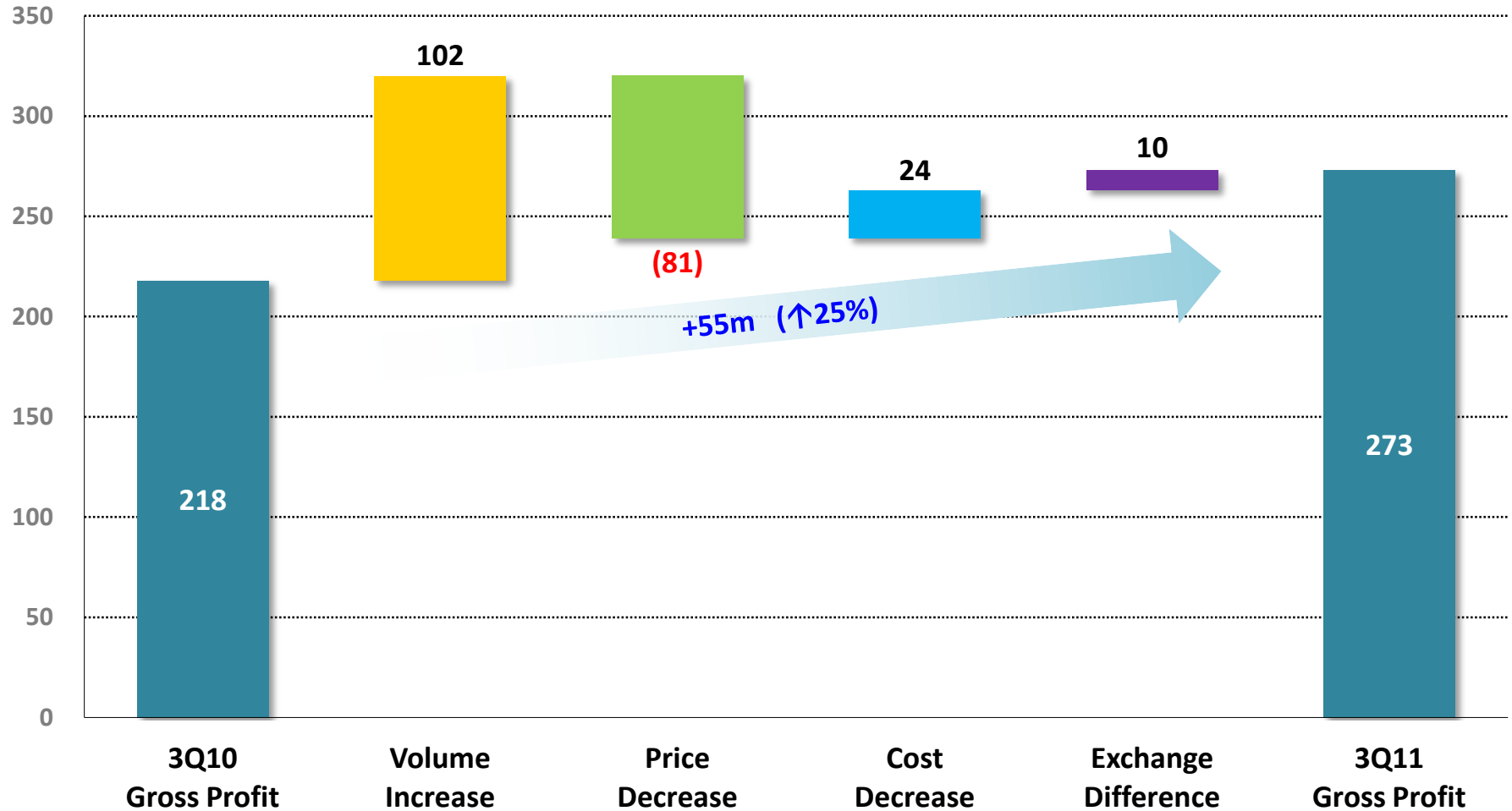
³ At the end of the period.

Total Brand Sales Growth and Comparable Store Sales Growth in the last 7 quarters – Hong Kong and Taiwan



3Q11 Gross Profit Reconciliation – Hong Kong and Taiwan

(HK\$ millions)



Retail & Distribution Review by Region – Rest of Asia Pacific

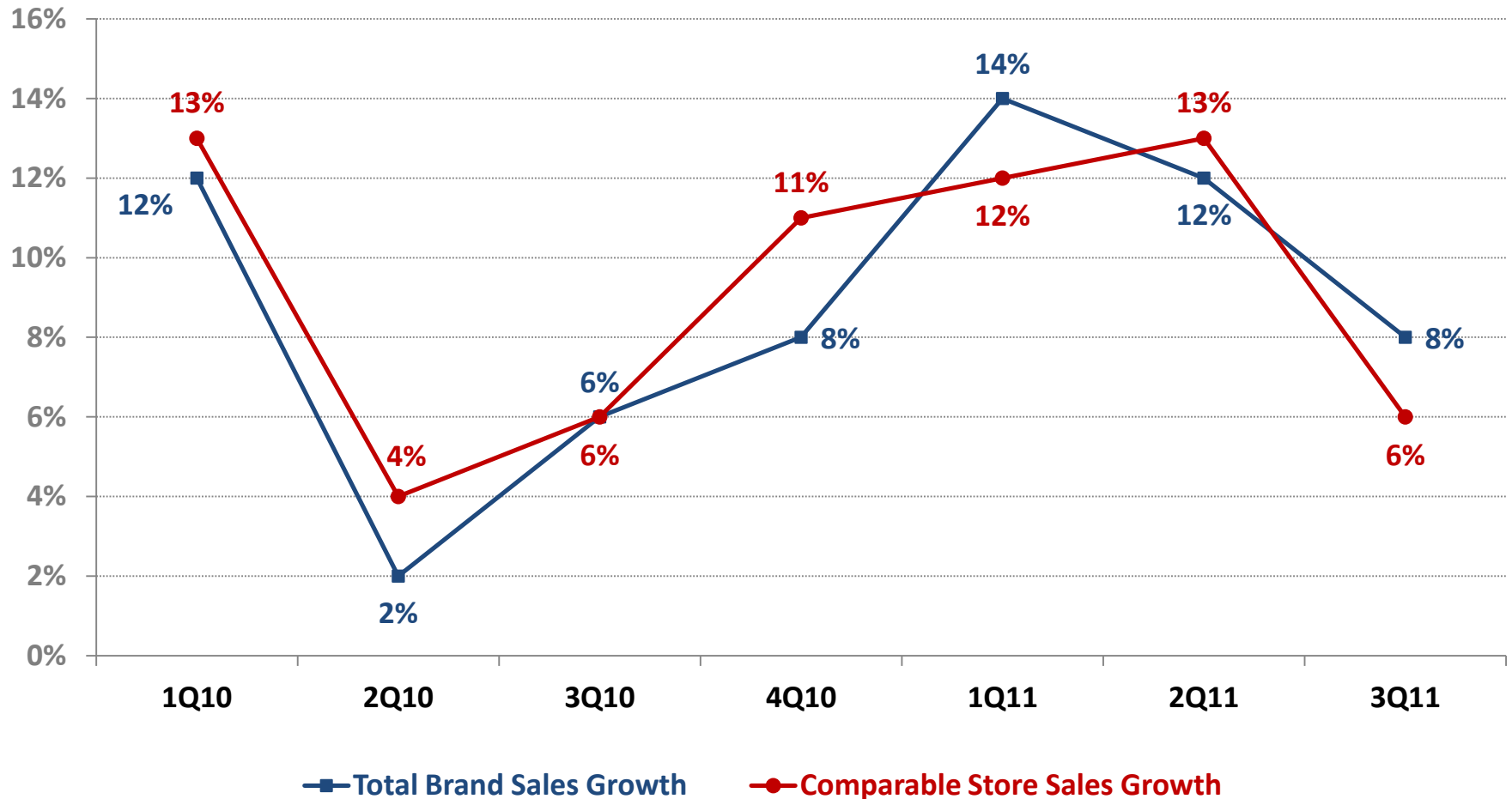
<i>(In HK\$ millions)</i>	3Q11	3Q10	YOY Change	YTD Sep 2011	YTD Sep 2010	YOY Change
Total sales ¹	336	278	+21%	967	777	+24%
Comparable store sales ² increase	+6%	+5%		+10%	+7%	
Gross profit	226	177	+28%	647	494	+31%
Gross margin	67.3%	63.7%	+3.6 pp	66.9%	63.6%	+3.3 pp
Number of outlets ³	403	349	+54	403	349	+54

¹ Total Sales are total retail sales translated at average exchange rates.

² Comparable Store Sales are total Brand sales, at constant exchange rates, from existing stores that have been open in the prior period.

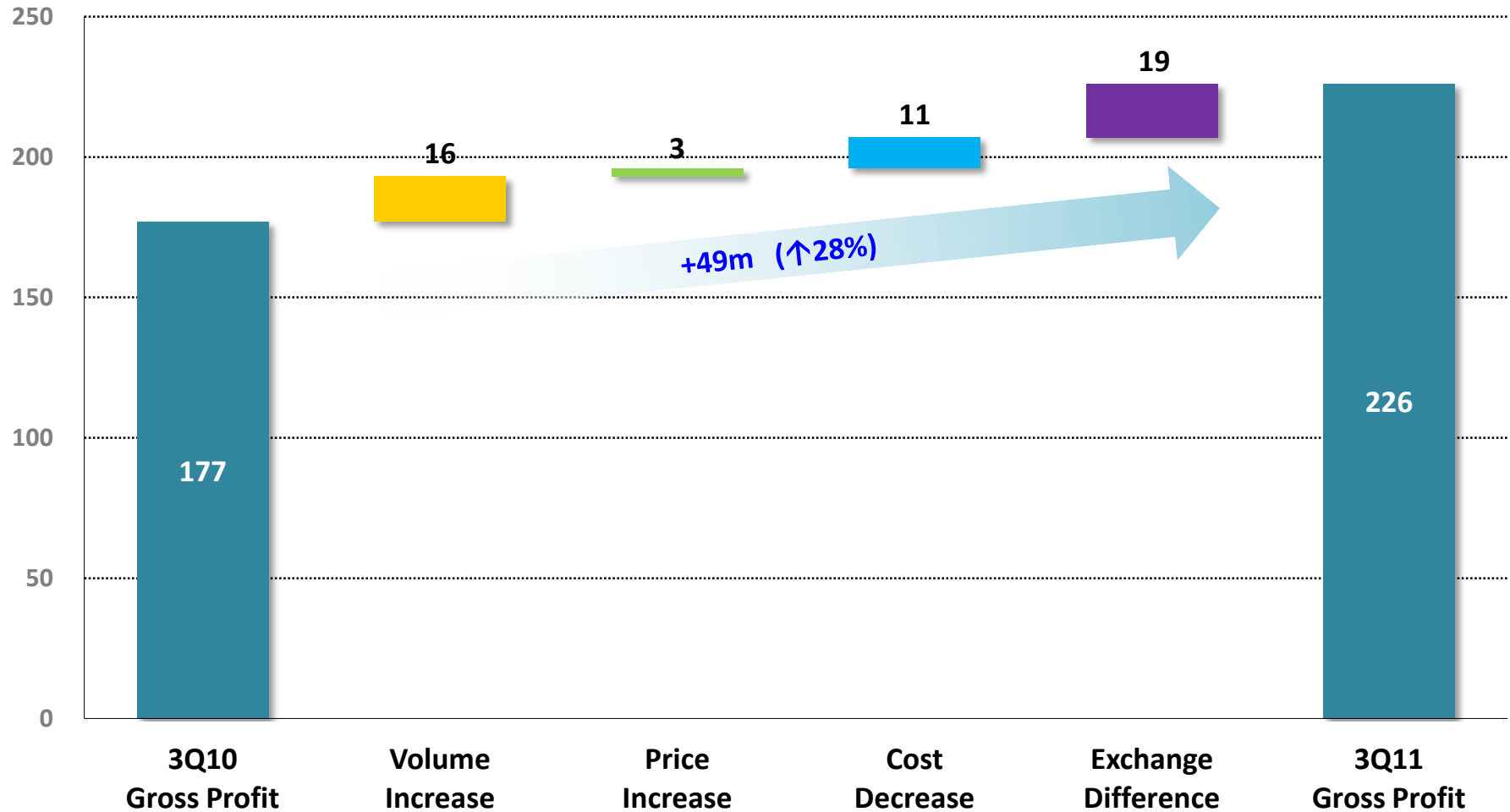
³ At the end of the period.

Total Brand Sales Growth and Comparable Store Sales Growth in the last 7 quarters – Rest of Asia Pacific



3Q11 Gross Profit Reconciliation – Rest of Asia Pacific

(HK\$ millions)



Operations Highlights – Export & Licensing

<i>(In HK\$ millions)</i>	3Q11	3Q10	YOY Change	YTD Sep 2011	YTD Sep 2010	YOY Change
Total sales ¹	157	126	+25%	411	321	+28%
Number of outlets ²	532	523	+9	532	523	+9

¹ Total Sales are total wholesale sales to franchisees, translated at average exchange rates.

² At the end of the period.

Operations Highlights – Jointly Controlled & Associated Companies

South Korea ¹ <i>(In HK\$ millions)</i>	3Q11	3Q10	YOY Change	YTD Sep 2011	YTD Sep 2010	YOY Change
Total sales	369	294	+26%	1,093	887	+23%
Comparable store sales increase²	+13%	+14%		+11%	+24%	
Number of outlets³	213	215	-2	213	215	-2

Middle East ¹ <i>(In HK\$ millions)</i>	3Q11	3Q10	YOY Change	YTD Sep 2011	YTD Sep 2010	YOY Change
Total sales	189	152	+24%	467	359	+30%
Comparable store sales increase / decrease²	+22%	+15%		+30%	-1%	
Number of outlets³	168	158	+10	168	158	+10

¹ On 30 September 2011, the Group held 48.5% in Giordano South Korea and 20% in Giordano Middle East.

² Comparable Store Sales are total Brand sales, at constant exchange rates, from existing stores that have been open in the prior period.

³ At the end of the period.

Sales Review by Brand

Total sales ¹ (In HK\$ millions)	3Q11	3Q10	YOY Change	YTD Sep 2011	YTD Sep 2010	YOY Change
<i>Giordano & Giordano Junior</i>	1,007	876	+15%	3,109	2,578	+21%
<i>BSX</i>	76	42	+81%	187	123	+52%
<i>Giordano Ladies</i>	84	70	+20%	243	199	+22%
<i>Concepts One</i>	10	15	-33%	36	51	-29%
Others	12	7	+71%	30	19	+58%
Retail & Distribution Total	1,189	1,010	+18%	3,605	2,970	+21%
Export & Licensing total	157	126	+25%	411	321	+28%
Inter-segment sales	(12)	(11)	+9%	(33)	(29)	+14%
Group total	1,334	1,125	+19%	3,983	3,262	+22%

¹ Total Sales are total retail sales in self-operated stores and total wholesale sales to franchisees, translated at average exchange rates.

Summary of Total Sales and Comparable Store Sales Growth by Market

<i>(HK\$ millions)</i>	Total sales ¹			Comparable store sales ²	
	YTD Sep-11	YTD Sep-10	YOY Change	YTD Sep-11	YTD Sep-10
Mainland China	1,392	1,193	+17%	+10%	+3%
Hong Kong	714	586	+22%	+23%	+10%
Taiwan	532	414	+29%	+13%	+8%
Singapore	305	258	+18%	+4%	+3%
Indonesia	237	181	+31%	+16%	+19%
Malaysia	157	127	+24%	+8%	+17%
Thailand	117	95	+23%	+16%	+13%
Australia	131	113	+16%	+13%	-9%
Other Markets	20	3	+567%	+24%	N/A
Retail & distribution total	3,605	2,970	+21%	+12%	+6%
Export & Licensing total	411	321	+28%		
Inter-segment sales	(33)	(29)	+14%		
Group total	3,983	3,262	+22%		

¹ Total Sales are total retail sales in self-operated stores and total wholesale sales to franchisees, translated at average exchange rates.

² Comparable Store Sales are total Brand sales, at constant exchange rates, from existing stores that have been operating throughout the prior period.

Global Retail Network

Number of outlets	As at 30-Sep-2011						As at Dec-10	Change
	<i>Giordano & Junior</i>	<i>Giordano Ladies</i>	<i>Concepts One</i>	<i>BSX</i>	<i>Others</i>	<i>Total</i>		
Mainland China	1,190	19	20	66	-	1,295	1,188	+107
Hong Kong & Macau	42	10	3	18	-	73	75	-2
Taiwan	162	13	-	18	-	193	181	+12
Singapore	52	3	-	-	-	55	52	+3
Indonesia	100	2	1	-	10	113	105	+8
Malaysia	72	1	-	-	-	73	70	+3
Thailand	94	2	-	-	-	96	93	+3
Australia	34	-	-	-	-	34	36	-2
India	32	-	-	-	-	32	-	+32
Retail & distribution total	1,778	50	24	102	10	1,964	1,800	+164
South Korea	168	-	5	40	-	213	214	-1
Middle East	160	-	2	6	-	168	162	+6
Other Markets	136	1	1	13	-	151	177	-26
Export & Licensing total	464	1	8	59	-	532	553	-21
Group total	2,242	51	32	161	10	2,496	2,353	+143