

ALDO

MARKET

The ALDO Group is home to over 20,000 people and by year end, will operate over 1,500 stores in 65 countries, making it a truly international fashion destination. Specialising in the design and production of mid-price, quality fashion shoes, handbags and accessories the ALDO Group has covered all corners of the footwear market with five signature brands: ALDO, SPRING, LOCALE, LITTLE BURGUNDY and GLOBO.

While all distinct in character the ALDO family of brands all beat with the same heart – an energetic core containing the spirit and vision of one man and his dream. A borderless world. A seamless market place. This is the universal vision of the ALDO Group, a family of brands custom-made to suit the demands of the new, global consumer.

To ensure the exclusivity of its brands the ALDO Group carefully controls every stage of production with a loving attention to detail. The ALDO Group company is positioned as a major point of absorption for international trends. This position lets in-house designers and line builders creatively customise products to fill the needs and desires of the entire spectrum of ALDO Group consumers.

The ALDO Group strongly believes in bringing the world to the doorstep of its consumers. Through direct sourcing the ALDO Group puts the consumer directly in touch with the finest manufacturers from around the globe – bypassing the middle man and directly delivering superior fashion, quality and value.

Apparel Group LLC, a Dubai based exclusive licensee, represents this premier Canadian



fashion shoes and accessories brand in the Gulf, Russia, India, Singapore, Thailand and Malaysia. Apparel Group currently operates 137 ALDO Shoes and ALDO Accessories retail stores across the Middle-East, Far-East, India and Russia.

ACHIEVEMENTS

ALDO received nominations for "Fashion Retailer of the Year" at the MAPIC Awards in 2003, 2005 and 2007. The influential American trade publication, Footwear News, named ALDO "Marketer of the Year" in 2005. In 2007 the "ALDO Fights AIDS" campaign was nominated for Marketing Campaign of the Year at the prestigious World Retail Congress in Barcelona, Spain.

ALDO has been associated with the Dubai Service Excellence for the past few years, which recognises the superior customer service provided by the brand. This is an effort by the government of Dubai to raise customer service standards in Dubai. It is designed to gain customer confidence and to make the experience of buying in Dubai a pleasurable one. This scheme binds all participating businesses to a common code of business ethics and core criteria for customer service excellence.

ALDO has won "Best Footwear Retailer" in Deira City Centre three years in a row from 2008 till 2010. The brand is also nominated in the prestigious "Grazia Middle East 2011 Style Awards".

HISTORY

In 1972 ALDO was founded as a footwear concession within a chain of popular fashion boutiques. The original group includes four Canadian stores in Montreal, Ottawa, Quebec City and Winnipeg.

The first freestanding ALDO store opened in Montreal, Canada in 1978 ending the practice of leased departments within the chain of clothing fashion boutiques. By 1980 the company became independent and prosperous. Over the course

of the next thirteen years, 95 freestanding stores operated under the trade name ALDO.

ALDO entered the US market in 1993, opening near Boston, Massachusetts.

Over the course of the next nine years approximately 125 stores opened in the US alone. By the end of this period ALDO also operated over 180 successful stores in regional malls and key fashion street locations in most major Canadian urban centres. ALDO granted franchise rights in 2001 for the United Arab Emirates and other Gulf states - the Abu Dhabi Mall being the first store opened in December 2001. Within months ALDO expanded into all major cities covering Abu Dhabi, Sharjah, Al Ain and Ajman. Now with 52 stores in the UAE customers can enjoy the ALDO brand as easily as their North American counterparts. Even in the UAE ALDO provides an unparalleled selection of the latest footwear for both men and ladies, with on-trend styles at affordable prices.

In 2003 ALDO expanded to Asia, opening its doors in Singapore and, in 2004, with the success of ALDO's stores in the United Kingdom, the Middle East and Asia Pacific the brand continued its global expansion into Portugal, Denmark, Malaysia and Lebanon. 2005 saw new market openings in Australia, Ireland, India, South Africa and Poland whilst 2006 was another exciting year of growth as ALDO opened in Thailand, Taiwan, Egypt, Morocco and Jordan. In 2007 Turkey, Romania, Venezuela, Panama, Indonesia, Philippines, Ukraine, Mexico, Chile, Algeria and Aruba joined the ALDO family. In 2008 ALDO opened its doors in Serbia and Montenegro.

In 2009 ALDO operated in Spain, Vietnam and Cyprus. In 2010 ALDO added stores in Senegal, Tunisia, Congo, Libya, Ivory Coast, Malta, Mauritius, Gabon, Kazakhstan and Honduras. By 2011's year end ALDO plans to open stores in Italy, Norway, France and Korea.



PRODUCT

ALDO specialises in the creation of high-quality fashion footwear, leather goods and accessories. The brand pays close attention to detail and to fine craftsmanship. ALDO is dedicated to bringing you both quality and cutting-edge trends at affordable prices, season after season. What's more, ALDO's dedicated team of buyers and stylists constantly travel the globe to keep you on the pulse of fashion.

Whether the latest footwear trends are breaking in London, Milan, Paris, New York or Tokyo, ALDO will have them on your feet first!

Every season ALDO Accessories reveals a new selection of merchandise that is fresh, on-trend and reflective of what is hot on the global fashion scene. This unique retail concept has quickly become a top destination for all the must-haves in accessories and handbags.

ALDO's stores reflect the freshness and modern simplicity of the brand. The stores showcase the collection in an environment that is fun, easy to shop and reflective of the ALDO customer. ALDO's visual merchandising is exciting, clean and inviting so that customers relish their shopping experience. The seasonal advertising images positioned throughout the stores add a splash of colour to the sleek and uncomplicated surroundings. The design – inspired by the latest in international styling trends – results in a young-spirited and dynamic atmosphere where products stand out in a setting that is distinctively urban and unmistakably global.

The fashion editorial community constantly endorses ALDO's outstanding selection of footwear and accessories. Every month the brand receives editorial coverage in high-profile fashion magazines and key fashion guides worldwide. Fashion influencers know that ALDO is the destination for an extensive and everchanging assortment of fashion products.

ALDO COLLABORATIONS

At international fashion weeks, ALDO helps rising designers hit their stride, literally, by creating runway shoes worth of their brilliant visions. ALDO's SSI I collaboration with New York name-to-know, Julian Louie, was a sensation. You might have heard – it sent editors, bloggers and

customers into a tweeting/ posting frenzy.

So, by overwhelmingly popular demand, the ALDO x Julian Louie runway collection was sold in select stores worldwide as seen at New York's SSI I Fashion Week. Louie's wild, wild wedges are inspired as much by architecture as by nature. In a pair of ikat-printed beauties, these two paradoxical forces find perfect harmony.

RECENT DEVELOPMENTS

ALDO is the first, and only, Canadian retail brand to achieve major market penetration in the United States. Since the 1990s the company has transformed this achievement into an international success story. ALDO stores are always modern and fresh in style, with a fun and upbeat atmosphere. As the flagship brand of the ALDO Group, the look is both international and urban. Products are the main draw in an ALDO store – the setting is there to highlight the merchandise, which is all within easy reach of the customer.

The majority of ALDO stores are mall or street boutiques measuring 150-200 sq mts in floor space. Larger, more high-concept "destination," stores are open in key high profile markets. ALDO has exceptionally high international brand awareness allowing the footwear brand to extend into new retail areas and other exciting concepts, all under the ALDO banner, including:

ALDO Accessories

Launched in 2000 ALDO Accessories offers fashionable, hip and elegant looks in everything from belts to hairclips in the signature ALDO style. Lines complement the ALDO shoes of the season, creating a perfect shopping enhancement for the ALDO consumer.

BRAND VALUES

ALDO aims to bring a total customer experience through its people, products and environments. Shopping should be memorable. They represent the company's belief system and are the greatest articulators of what the ALDO Group is all about.

ALDO Group brands are always at the forefront of their market segment. Exclusivity is key: styles are designed and developed by each division with the ALDO Group's manufacturer's and are customised with great precision to suit the company's various brands.

Each brand carries its message through store design, merchandising and style of interaction with clients.

The core values:

The ALDO Group environment is defined by a set of values which guide the company at every level:

Respect — An open-hearted attitude embracing diversity, encouraging equality

Integrity — The commitment to excellence principled follow-through on every task undertaken

Love — Caring passionate enthusiasm, from the inside out social awareness in action.

The ALDO Group is a company internationally known for its social conscience in action. As the company grows, so does its sense of duty to humanity. The ALDO Group gives back to its global communities through fundraising and social awareness campaigns for charities. The company's practice of giving back doesn't end at the corporate level: ALDO Group team members also regularly roll up their sleeves to engage in good works.

ALDO's commitment extends beyond fashion;

the brand places a premium on being a good corporate citizen by working to enrich the communities in which the brand's employees live and work. ALDO is a brand with a conscience, a brand that cares. ALDO actively supports the fight against AIDS and breast cancer and its employees work year-round to help sick and underprivileged children.

ALDO has been involved with the fight against AIDS since 1985, a time when the cause carried with it an unfortunate stigma. Over the years ALDO has committed millions of dollars to AIDS awareness and research organisations. ALDO took a stand with the launch of the ALDO Fights AIDS campaign, an effort that demonstrates an ongoing commitment to this important cause. Amongst the diverse and talented group of celebrities from both the big-screen and music industry elite who donated their time and energy to the campaign are: Ludacris, Charlize Theron, Michelle Yeoh, Avril Lavigne, Christina Aguilera and the list goes on!

The campaign used a powerful combination of top celebrities and multiple media genres to communicate real facts associated with the disease. As part of the campaign, ALDO designed a series of limited-edition empowerment tags that were sold in-stores and online at www.youthaidsaldo.org. With 100% of net proceeds benefiting Youth AIDS programmes worldwide, the simple act of buying one empowerment tag helps protect a young person from HIV/AIDS for six months.



www.aldoshoes.com

Things you didn't know about ALDO

ALDO cares about conserving the environment. For more information check out www.aldoshoes.com/ca-eng/nextstep

ALDO collaborates with up and coming fashion designers such as Julian Louie.

This year ALDO celebrates its tenth anniversary in the Gulf States since its opening in 2001!

Superbrands