

# ALDO

## MARKET

The successful companies build on their founding traditions while looking ahead to the future - and that is what we have done at ALDO," states Aldo Bensadoun, founder of the ALDO Group, a privately-held company specialising in the design and production of quality fashion footwear, handbags and accessories.

The ALDO Group, founded in 1972, is one of the world's leading fashion retailers. It covers all corners of the footwear market with three signature brands: ALDO, CALL IT SPRING and GLOBO. The ALDO Group operates more than 3,000 points of sale in over 100 countries with almost 200 million people visiting stores each year.

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.

Apparel Group, a Dubai based exclusive licensee, represents this premier Canadian fashion shoes and accessories brand in the UAE, Oman, Qatar, Bahrain, Kuwait, India, Indonesia, Singapore, Thailand and Malaysia. Apparel Group currently operates more than 160 ALDO and ALDO Accessories retail stores across the Middle East, Far East and India.

## ACHIEVEMENTS

ALDO received nominations at the MAPIC Awards for "Fashion Retailer of the Year" in 2003, 2005 and 2007 as well as for "Best Retail Expansion" in 2011. 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.



As of date, the largest ALDO store in the world remains with the Apparel Group with ALDO Dubai Festival City. The store is 8,000 square feet offering consumers the ultimate shopping experience.

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 won "High Street Shoe Brand of the Year" in 2016, "Best Shoe Designer - Budget" in 2013 and "Best Shoe Brand" in 2011 from the prestigious Grazia Middle East Style Awards. The brand also won "Franchise Operator of the Year" at the 2011 Retail City Awards. Aldo has consistently been awarded as "Best Footwear Retailer" in Deira City Centre three years in a row from 2008 till 2010.

## 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. In 1978, the first freestanding ALDO store opened on Sainte-Catherine St. in Montreal, beginning the ALDO Group's successful growth on a national level. Between 1980 and 1993, 95 ALDO stores were opened in Canada, leading the way for expansion into the U.S. market. Over the next eight years, the ALDO Group opened 125 ALDO stores in the U.S. alone as well as expanding to eight retail banners in Canada. In 1995, the ALDO Group made its first foray on the international level by opening its first franchise stores in Israel.

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 57 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 styles for both men and women, 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 operates in Spain, Vietnam, Hong Kong, Senegal, Tunisia, Vietnam and Cyprus. In 2010, ALDO adds stores in Guadeloupe, Martinique, Reunion Island, Ivory Coast, Congo, Gabon, Mauritius, Kazakhstan, Libya, Malta and Honduras. The year 2011 was an important year for ALDO as it expanded to the Dominican Republic, South Korea, Norway, Sweden, Costa Rica, Croatia, Ecuador, Armenia, Azerbaijan, China, Italy and France.

2012 was a year of significant growth for ALDO. In Europe, ALDO opened stores in Georgia, Bosnia, Czech Republic, Lithuania, Bulgaria, Slovakia, Latvia, Macedonia, Austria and Germany. ALDO also expanded in Central Africa in Botswana. By 2013, ALDO had stores in Cameroon, Colombia and Paraguay. Come 2014, ALDO opened its doors in Monaco, Estonia, Burkina Faso, Namibia and Peru with plans to open in Iraqi Kurdistan in 2016.

## PRODUCTS

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 store concepts are constantly evolving to ensure a fresh, surprising and enjoyable shopping experience for the customer. ALDO adopts a locally minded approach to customer service, store design and merchandising, to ensure a unique experience in each location. The common thread is that all ALDO stores are modern and fun with a positive, upbeat atmosphere. As the flagship brand of the ALDO Group, the look and feel of ALDO stores is always urban and international.

ALDO has concept destination stores in key high-profile markets-on Broadway Street in Manhattan, Oxford Street in London and Pitt Street in Sydney to name just a few-as well as "shop-in- shops" in various locations around the world.

ALDO products are regularly featured in some of the world's most influential and widely-read publications, and are often worn and showcased by television hosts, reporters and celebrities. The company's products are also featured in a variety of TV programmes and movies.

**Mr B's Gentlemen's Boutique** - Launched in September 2011, Mr. B's is an exciting new brand exclusively for men that allows ALDO to showcase its extensive footwear knowledge, devotion to quality and commitment to offering unique fashion products to a wider audience. Focusing on modern classics, Mr. B's offers timeless and refined menswear staples.



## 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 sqmts 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, modern and elegant accessories including jewellery, purses and belts, all designed with ALDO's signature style. All ALDO Accessories lines complement the seasonal trends of ALDO footwear products, creating a seamless and enhanced shopping experience for customers.

## 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 manufacturers 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

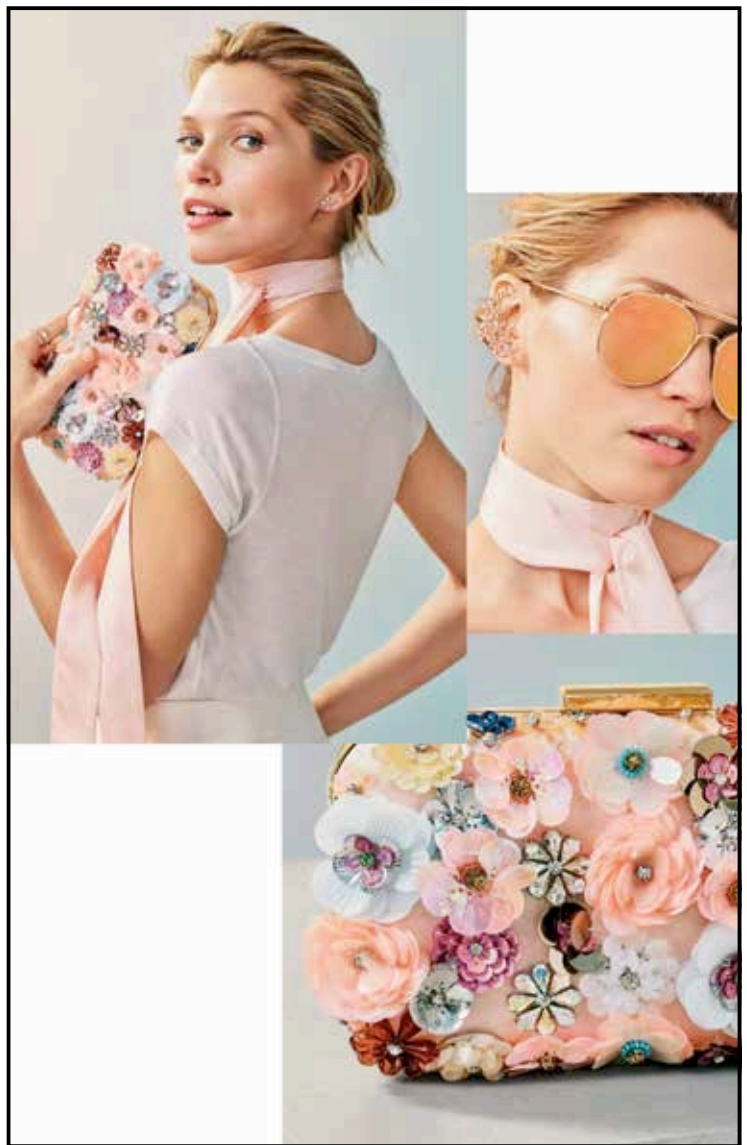
The ALDO GROUP environment is defined by a set of values which guide the company at every level:

**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 in the fight against AIDS since the mid-Eighties when very few people and even fewer companies were willing to publicly support those affected by the disease. Since then, ALDO has actively worked to raise awareness and funds for the cause through various product and marketing campaigns as well as annual charitable donations through ALDO FIGHTS AIDS. We have an obligation to help protect and educate people around the world about HIV/ AIDS. We've come a long way but the fight is not over yet.

[www.appareluae.com](http://www.appareluae.com)

## THINGS YOU DIDN'T KNOW ABOUT ALDO

- ALDO has been actively involved in the fight against AIDS for almost 30 years and has raised more than \$10 million for international AIDS programmes.
- ALDO, in partnership with Red Crescent, has been hosting multiple charity initiatives called ALDO Solemate where people from all over UAE were invited to donate a pre-loved pair of shoes and were to receive a fresh new ALDO pair in return of their donation. More than 15k pairs were donated from customers, an amount that ALDO has also matched with the brand's own donation to Red Crescent.