

GOLDEN GOOSE GROUP DELIVERS DOUBLE-DIGIT TOP-LINE GROWTH IN 1Q 2025

Milan, 28 May 2025 – Golden Goose Group S.p.A (the “**Company**”, and jointly with its subsidiaries, the “**Group**”), a leading brand of luxury sneakers, apparel and accessories, today announces strong 1Q 2025 revenues, showing robust performance and continuing the sustained growth seen throughout 2024.

1Q 2025 Top Line Financial Highlights:

- **Net revenues:** €164.5 million, up 12%¹ vs 1Q 2024;
- **Direct-to-Consumer (DTC) Net Revenues:** up 19% vs 1Q 2024, accounting for 76% of Net Revenues vs 71% in 1Q 2024, delivering on the Company’s DTC expansion strategy.
- At the end of January, **Blue Pool Capital**, a Hong Kong-based investment firm and family office, invested to acquire a strategic minority stake in the Group.

Operational Highlights:

- Growth driven by robust performance of **DTC channel** (+19% overall vs 1Q 2024), growing 30% year-on-year in EMEA, 13% in the Americas and 9% in APAC, with the region returning to growth;
- The global DOS network reached 218 stores at the end of 1Q 2025, with 3 new openings in the quarter. Distribution developments include the opening of a Pop-Up at Selfridges’ The Corner Shop, focused on Co-Creation and shared moments, a new Pop-Up in Manila, with the Fioreria Golden concept, and the launch of the new experiential store concept in NY Meatpacking.

In its continuous effort to develop the brand and strengthen engagement within the Golden Goose community, the Company also advanced on several initiatives, including:

- The welcoming of tennis stars Jasmine Paolini and Zizou Bergs, and padel icons Marta Ortega and Juan Lebrón as new Global Brand Ambassadors;
- The celebration of the iconic Super-Star sneaker with a campaign featuring legendary Academy Award-winning actor, activist, and cultural icon Jane Fonda;
- The launch of two special limited editions of the iconic Super-Star designed by Global Brand Ambassador Jackson Yee and dedicated to the APAC market.

¹ All percentage changes in the Top Line Financial Highlights are calculated at constant exchange rate (constant currency).

GOLDEN GOOSE

Silvio Campara, Chief Executive Officer of Golden Goose Group, commented:

“We are very proud to see that Golden Goose continued to deliver double digit growth in 1Q 2025, driven once again by the exceptional performance of the DTC channel. While we are very confident on the strength of our brand, we remain vigilant in the context of the current geopolitical and economic landscape. We are grateful and inspired by the continued support of our family and loyal community of customers”.

About Golden Goose

Golden Goose is a Next Gen global luxury company founded on a passion for all things that are “perfectly imperfect”, authentic and unique.

Born in 2000, it operates at the intersection of luxury, lifestyle and sportswear. It is specialized in the sourcing, design, and distribution of sneakers – some of which have become icons in the market – as well as apparel, bags, and other accessories. High quality, attention to detail and a “lived-in” look have become the distinctive features of Golden Goose.

With the ambition of bringing Italy’s “hand-made tradition” to the world, the brand blends artisanal craftsmanship with “Made in Italy” manufacturing, creating products that combine Italian wearability with an urban vintage flavor. Today, Golden Goose, whose products resonate deeply with a new generation of luxury consumers, has a community of 2 million Dreamers. Golden Goose is present in the Americas, Europe, the Middle East and APAC, with 218 stores and a strong online and wholesale distribution.

GOLDEN GOOSE

Contacts:

IR - Golden Goose Group S.p.A.

Giuseppe Marsella – Investor Relations

E-mail: investors@goldengoose.com

Media – Golden Goose Group S.p.A.

Giorgina Fioruzzi – Head of Global Communications

E-mail: press@goldengoose.com

Media – Brunswick Group

Massimo Gaia, Flavia Orlandi

E-mail: goldengoose@brunswickgroup.com

+39 (0) 29 2886 200