

GOLDEN GOOSE REPORTS STRONG 9M 2024 REVENUES

Milan, 7 November 2024 – 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 announced its revenues for the 9 months ended 30 September 2024. The Group continues to demonstrate robust growth amid a volatile market landscape.

9M 2024 Top Line Financial Highlights:

- **Net revenues:** €466 million, up 12%¹ vs 9M 2023
- **DTC Net Revenues:** up 18% vs 9M 2023, accounting for 74% of Net Revenues vs 71% in 9M 2023, delivering on the Company’s DTC expansion strategy

Operational Highlights:

- Growth driven by performance of **Direct-to-Consumer (DTC) channel**, growing 18% year-on-year, driven by EMEA (+37%) and the Americas (+14%).
- In DTC, **retail** was the main contributor to growth (+20%) thanks to new openings and mid-single digit like-for-like performance.
- Consolidated growth in 3Q (up 12% vs 3Q 2023) in line with the performance delivered in 1H 24.

Silvio Campara, Chief Executive Officer of Golden Goose Group, commented: *“Our performance today shows the power of our determination, innovation, and ambition. In the first nine months of 2024, we opened HAUS in Marghera, Venice, a place which celebrates product, arts and craftsmanship and reconfirms our effort at fostering the new generation of artisans through our new Academy. We opened new stores around the world, including HAUS in Mexico City which witnesses our strong engagement with local communities. Against a backdrop of headwinds in the luxury sector, we are committed to sustaining our momentum by enhancing the shift from marketing to experience by putting our customers and community at the center. I am confident that this will carry us from strength to strength in the future”.*

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

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Golden Goose has capitalized on its unique market position and consumer-centric approach to deliver strong results in 9M 2024.

Direct-to-Consumer (DTC) net revenues reached €346.1 million, accounting for 74% of total in 9M 2024 and growing 18% in the same period. DTC growth was driven by a combination of attractive new openings and positive like-for-like performance. Digital also performed strongly, thanks to positive traffic dynamics, confirming the outstanding digital affinity of the brand.

The Wholesale channel achieved net revenues of €110.4 million, accounting for 24% of total net revenues in the period. This represented a 4% decline year-on-year, as a result of the strategic decision to continue upgrading the quality of the distribution network and the continued focus on keeping the channel clean, preserving the brand, and favoring DTC.

In terms of geographies, EMEA accounted for 49% of net revenues in the period, Americas accounted for 38%, and APAC accounted for 13%.

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 1.5 million Dreamers. Golden Goose is present in the Americas, Europe, the Middle East and APAC, with over 200 stores and a strong online and wholesale distribution.

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