

GOLDEN GOOSE PUSHES FORWARD SUSTAINABLE INNOVATIONS: YATAY LAB, ONLINE REPAIR AND THE GOLDEN DIARY

MILAN, April 22nd – On Earth Day, Golden Goose announces its new Yatay Lab, the launch of its Repair services online, and the release of the company's annual Sustainability Report, the 2022 Diary.

Golden Goose hits a new milestone by announcing the **Yatay Lab**, a co-action platform committed to the research and development of circular materials and products. This is the next step of the Forward Agenda, the company sustainability vision. Yatay Lab is the quintessence of innovation, a strategic laboratory equipped with the most sophisticated instruments and technologies that stand on the principles of providing high quality sustainable materials and investing in breakthrough solutions.

This Lab is a natural evolution of the partnership born in 2022, between Golden Goose, leader and pioneer in the luxury sneaker market, and Coronet Group, leader in the research and production of animal-free, bio-based, and recycled materials, and the worldwide reference point for the sustainable Made in Italy luxury market.

The Lab, situated in Erba (Como, Italy) where Coronet Group established its headquarters, aims at creating innovations whilst maintaining the lowest environmental footprint. This partnership will allow continuous testing phases, directly verifying the outcomes on the Golden Goose products, collecting consumers' feedback, and subsequently making the results available for all luxury players thus accelerating the circular transformation of the fashion industry and moving forward together creating a chain of positive change.

Throughout 2022, Golden Goose and Coronet worked together to develop Yatay B, a bio-based material derived from vegetable sources (not in competition with the food chain). This innovative material has been used for the first time in the ideation and creation of YATAY Model 1B, the brand's first bio-based sneaker, and later on a selection of Golden Goose icons that have been reinterpreted using this material. This year, the brand plans to release new shapes using Yatay cutting-edge materials, crafting sneakers that combine artisanal tradition, sustainable innovation and vision.

'2022 has been an incredible year for our sustainability journey. A journey made of steps and learnings, crafting who we are and what we stand for, but always

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maintaining our uniqueness and authenticity along the way' says Golden Goose CEO Silvio Campara, 'Since the very first moment we felt that the synergy between Golden Goose's knowledge of its consumer and Coronet's cutting-edge technologies would play a key role in this partnership. Our Yatay Lab isn't just about creating new products, it has the the goal of becoming a pioneer for circularity. An attraction pole for worldwide sustainable dreamers who are looking for expertise and technical skills to turn their business needs into tangible solutions.'

In 2022, the brand opened three Forward Stores, in Milan, New York and Dubai. A new innovative and sustainable retail concept that promotes Repairing, Remaking, Reselling, and Recycling services. As of the end of 2022, 45% of Forward store transactions included services the brand offers (like shoemaking and tailoring), with the Repair, mainly on sneakers, at the top of the services requested with 38%.

After the success of REPAIR, available on any products from any brands, Golden Goose is set to launch this service online through the brand's ecommerce.

Golden Goose annually reports on its ESG performances, keeping its community engaged by sharing the company's progress regarding projects, goals and achievements, and announces the release of **2022 Diary**, its Sustainability Report. Between the key achievements of the year, Golden Goose proudly joined the UN Global Compact, Valore D, Leather Working Group and the Science Based Target Initiatives.

*UN Global Compact: the world's largest voluntary initiative for sustainable development, developed by the United Nations, to promote the values of long-term sustainability

*Valore D: the first corporate association in Italy committed to promoting gender equality and a more inclusive culture in business

*Leather Working Group: a global multi-stakeholder community committed to building a more sustainable leather supply chain

*Science Based Target Initiatives: a global initiative enabling businesses to set ambitious emissions reductions targets in line with the latest climate science

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About Golden Goose

Golden Goose is a collective founded on a passion for all things that are “perfectly imperfect”, authentic and unique.

Born in 2000, in a few years it becomes one of the most successful Italian brands of the last decade.

Extremely high quality, attention to detail and the "lived-in" look have become the distinctive features of Golden Goose.

With the ambition of bringing the Italian “hand-made tradition” to the world, the brand perfectly merges artisanal craftsmanship and Made in Italy manufacturing, creating outfits for every day that combine Italian wearability with a urban vintage flavor.

To date, Golden Goose is present in APAC, Europe, the Middle East and the Americas, with over 180 direct stores and a strong online and wholesale distribution.

About Coronet

Coronet is a leading multinational in the production of animal-free and low impact materials. Founded in 1967 in Milan by Enrico De Marco, the company is now led by the second generation in the figure of Umberto De Marco. The group has headquarters and 3 production sites near Milan, 2 production plants in central Italy, one in southern China and one in Vietnam, and has over 300 employees. The great sales boost recorded on the last quarter of 2020 in Italy saw a further important growth in volumes thanks above all to the continuous evolution of innovative solutions and to the collaboration with leading luxury brands. Coronet will continue to make major investments in Research and Development in the field of technological innovation in both product and process, continuing its path as a company at the forefront in the production of bio-based and solvent-free materials.