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PRESS RELEASE

GOLDEN GOOSE GROUP ANNOUNCES ITS INTENTION TO FLOAT ON EURONEXT MILAN

- Golden Goose is a global luxury brand crafting “Made-in-Italy” hand-made iconic products for the new generation of luxury consumers
- The Group has been among the fastest growing luxury brands over the last 10 years
- The Initial Public Offering envisages the issuance of €100m worth of primary shares aimed at strengthening the Group’s capital structure reducing, the company’s indebtedness

Milan, May 30, 2024 – Golden Goose Group S.p.A. (“Golden Goose” or the “Company” and, together with its subsidiaries, the “Group”), a leading brand at the intersection of the luxury, lifestyle and sportswear sectors, specialized in the design, sourcing, and distribution of sneakers, RTW and accessories, announces its intention to proceed with the listing (the “Listing”) of its ordinary shares (the “Shares”) on Euronext Milan, a regulated market organized and managed by Borsa Italiana S.p.A (“Euronext Milan”).

Silvio Campara, Chief Executive Officer, Golden Goose commented:

“While the fashion world is all about product desirability, consumers want to create a deeper connection with brands through shared values and culture. At Golden, we have built a brand that people love and are loyal to, and that has delivered strong, profitable growth with a purpose. The brand’s mission is to unleash self-expression through authenticity and uniqueness. We keep true to this through Co-Creation, where people can be part of the creative process together with our artisans, the Dream Makers. Our community-centred approach, combined with our iconic and high-quality products, is at the heart of how we interact with our diverse, engaged global community.”

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An IPO is the natural next step in the success story that started in Venice in 2000 and I am deeply proud to lead the Golden Goose Family to this moment.

We have created a luxury brand that today enjoys a loyal community of 1.5 million people in over 80 countries. The entrepreneurialism, our people's passion and drive have grown this company into the thriving business it is today. Now, together, we can open a new chapter in our story to an even broader audience”.

Francesco Pascalizi, Head of Italy, Permira stated:

“Golden Goose is a category-shaping luxury company built to resonate with the new generation of luxury consumers. Since our initial investment in 2020, the company has consistently delivered, building on its track record of strong, resilient and profitable growth. Its committed and visionary leadership team have taken the business from strength-to-strength over the last four years, consistently outperforming the market. We are excited to be on this journey with them as they realize their growth strategy and launch a landmark IPO in Milan”.

HIGHLIGHTS OF THE PROPOSED OFFERING

The Offering will consist of (i) newly issued ordinary shares of the Company arising from a capital increase with the exclusion of pre-emptive rights (the “Primary Tranche”) and, (ii) existing ordinary shares offered (the “Secondary Tranche”) for sale by the current sole shareholder of the Company, Astrum S.a.p.A. di Astrum 4 S.r.l. & C. (the “Selling Shareholder”).

Offering structure:

- Min. 25% of total issued and outstanding share capital as per Euronext Milan requirements
- Primary Tranche of €100m
- The total number of Shares of the Offering including those sold by the Selling Shareholder as Secondary Tranche, as well as all other relevant terms, will be determined prior to the launch of the Offering
- The Offering will also include a greenshoe option granted by the Selling Shareholder to the joint global coordinators (on behalf of the underwriters).

Lock-up:

- 180 days from the listing date for the Selling Shareholder and the Company
- 360 days for selected members of management

Distribution:

- Institutional offer for qualified investors in the EEA and Italy and institutional investors abroad
- Reg S offer outside US, 144A offer in US reserved to qualified institutional buyers.

The final structure of the Offering will be determined in proximity and communicated prior to its launch.

It is expected that the listing of the Company's shares will take place in June 2024, subject to required regulatory approvals and market conditions.

Detailed information about the Offering will be published in due course, following approval of the Prospectus by CONSOB.

Use of the primary proceeds and refinancing of the existing indebtedness

The Company intends to use all of its proceeds from the Offering along with borrowings under the New Facilities (as defined below) and available cash to: (i) fund the early redemption or repayment by Golden Goose S.p.A. of its outstanding floating rate senior secured notes due 2027 (the "2027 Notes"), plus accrued and unpaid interest and any associated costs; (ii) refinance any outstanding amounts and discharge the super senior revolving credit facility agreement entered into by its subsidiary Golden Goose S.p.A. (the "Existing RCF"); and (iii) discharge all liabilities under the intercreditor agreement relating to the 2027 notes and the Existing RCF, in each case on or around the first trading date of the Company's Shares on Euronext Milan.

The Group's subsidiary Golden Goose S.p.A. entered into an English law governed senior facilities agreement consisting of (i) a term loan facility B in an aggregate principal amount of €310 million (the "New Term Loan Facility") and (ii) a multicurrency revolving credit facility in an aggregate committed amount of €150 million (the "New RCF" and, together with the New Term Loan Facility, the "New Facilities"). Subject to the completion of the Offering, the full amount of New Term Loan Facility, that will be drawn on or around first trading date of the Company's Shares on Euronext Milan, will be used together with the primary proceeds from the Capital Increase and available cash to repay in full the 2027 Notes and refinance any outstanding amounts and discharge the Existing RCF.

The pro forma net debt post IPO as of March 31 2024, including the primary issuance of €100m, will be equal to €433m post IFRS (2.1x) or €264m pre-IFRS (1.5x).

SYNDICATE MEMBERS & ADVISORS

BofA Securities Europe SA, J.P. Morgan SE, Mediobanca - Banca di Credito Finanziario S.p.A. and UBS Europe SE are acting as joint global coordinators and joint bookrunners for the Offering.

BNP PARIBAS, Citigroup Global Markets Europe AG, and UniCredit Bank GmbH, Milan Branch are acting as joint bookrunners for the Offering.

Banca Akros S.p.A.- Gruppo Banco BPM, BPER Banca S.p.A., and Mizuho Securities Europe GmbH are acting as co-lead managers for the Offering.

Mediobanca - Banca di Credito Finanziario S.p.A. is the listing agent with respect to the admission to listing and trading of the Shares on Euronext Milan.

Lazard & Co., Limited is acting as financial advisor to the Company.

Brunswick Group is acting as strategic communications advisors to the Company.

Latham & Watkins is acting as legal advisors to the Company and the Selling Shareholder and advisors to the selling shareholders.

Linklaters is acting as legal advisors to the joint global coordinators, joint book-runners and co-lead managers.

E.Y. S.p.A. are independent auditors to the Company.

Giliberti Triscornia e Associati is acting as legal advisor to the Selling Shareholder.

Maisto e Associati is acting as tax advisor to the Company and the Selling Shareholder.

Russell Reynolds Associates is acting as Corporate Governance advisor to the Company.

Gatti Pavesi Bianchi Ludovici is acting as legal advisor to the Management team.

ENQUIRIES

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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 flavour. 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 APAC, Europe, the Middle East and the Americas, with 195 stores and a strong online and wholesale distribution.

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part of UK law by virtue of the European Union (Withdrawal) Act 2018, who are (i) investment professionals falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the “Order”) or (ii) high net worth companies, and other persons to whom it may lawfully be communicated, falling within Article 49(2)(a) to (d) of the Order (all such persons in (i), and (ii) above together being referred to as “relevant persons”). The Shares are only available to, and any invitation, offer or agreement to subscribe, purchase or otherwise acquire such securities will be engaged in only with, relevant persons. Any person who is not a relevant person should not act or rely on this document or any of its contents.

This document is an advertisement and is not a prospectus for the purposes of the Prospectus Regulation. A prospectus prepared pursuant to the Prospectus Regulation, Commission Delegated Regulation (EU) 2019/980 and the Commission Delegated Regulation (EU) 2019/979 will be published and an international offering circular will be made available in connection with the Offering described below. Investors should not subscribe for any securities referred to in this document except on the basis of information contained in the prospectus or the international offering circular which include detailed information regarding the Company and the risks involved in investing in the securities. In any EEA Member State that has implemented the Prospectus Regulation, this communication is only addressed to and is only directed at qualified investors in that Member State within the meaning of the Prospectus Regulation. The distribution of this document in certain countries may constitute a breach of applicable law. The information contained in this communication does not constitute an offer of securities for sale in Canada, Australia, or Japan. Investors should not subscribe for any securities referred to in this document except on the basis of information contained in the prospectus or the international offering circular which include detailed information regarding the Company and the risks involved in investing in the securities. In any EEA Member State that has implemented the Prospectus Regulation, this communication is only addressed to and is only directed at qualified investors in that Member State within the meaning of the Prospectus Regulation.

Solely for the purposes of the product governance requirements contained within: (a) EU Directive 2014/65/EU on markets in financial instruments, as amended (“MiFID II”); (b) Articles 9 and 10 of Commission Delegated Directive (EU) 2017/593 supplementing MiFID II; and (c) local implementing measures (together, the “MiFID II Product Governance Requirements”), and disclaiming all and any liability, whether arising in tort, contract or otherwise, which any “manufacturer” (for the purposes of the MiFID II Product Governance Requirements) may otherwise have with respect thereto, the Shares have been subject to a product approval process, which has determined that such Shares are: (i) compatible with an end target market of retail investors and investors who meet the criteria of professional clients and eligible counterparties, each as defined in MiFID II; and (ii) eligible for distribution

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through all distribution channels as are permitted by MiFID II to such target market (the “Target Market Assessment”). Notwithstanding the Target Market Assessment, distributors should note that: the price of the Shares may decline and investors could lose all or part of their investment; the Shares offer no guaranteed income and no capital protection; and an investment in the Shares is compatible only with investors who do not need a guaranteed income or capital protection, who (either alone or in conjunction with an appropriate financial or other adviser) are capable of evaluating the merits and risks of such an investment and who have sufficient resources to be able to bear any losses that may result therefrom. The Target Market Assessment is without prejudice to the requirements of any contractual, legal, or regulatory selling restrictions in relation to the offering. Furthermore, it is noted that, notwithstanding the Target Market Assessment, the Joint Global Coordinators and Joint Bookrunners (as defined below) will only procure investors who meet the criteria of professional clients and eligible counterparties. For the avoidance of doubt, the Target Market Assessment does not constitute: (a) an assessment of suitability or appropriateness for the purposes of MiFID II; or (b) a recommendation to any investor or group of investors to invest in, or purchase, or take any other action whatsoever with respect to the Shares. Each distributor is responsible for undertaking its own target market assessment in respect of the Shares and determining appropriate distribution channels.

Solely for the purposes of the product governance requirements contained within: (a) Regulation (EU) 600/2014 as it forms part of domestic law in the United Kingdom by virtue of the European Union (Withdrawal) Act 2018 (“**U.K. MiFIR**”); and (b) the FCA Handbook Product Intervention and Product Governance Sourcebook, (together, the “**U.K. MiFIR Product Governance Rules**”), and disclaiming all and any liability, whether arising in tort, contract or otherwise, which any “manufacturer” (for the purposes of U.K. MiFIR) may otherwise have with respect thereto, the Shares have been subject to a product approval process, which has determined that the Shares are: (a) compatible with an end target market of retail investors and investors who meet the criteria of eligible counterparties, as defined in the FCA Handbook Conduct of Business Sourcebook, and professional clients, as defined in U.K. MiFIR; and (b) eligible for distribution through all distribution channels as are permitted by U.K. MiFIR (the “**U.K. Target Market Assessment**”). Notwithstanding the U.K. Target Market Assessment, distributors should note that: the price of the Shares may decline and investors could lose all or part of their investment; the Shares offer no guaranteed income and no capital protection; and an investment in the Shares is compatible only with investors who do not need a guaranteed income or capital protection, who (either alone or in conjunction with an appropriate financial or other adviser) are capable of evaluating the merits and risks of such an investment and who have sufficient resources to be able to bear any losses that may result therefrom. The U.K. Target Market Assessment is without prejudice to the requirements of any contractual, legal or regulatory selling restrictions in

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relation to the Offer. Furthermore, it is noted that, notwithstanding the U.K. Target Market Assessment, the Joint Global Coordinators and Joint Bookrunners (as defined below) will only procure investors who meet the criteria of professional clients and eligible counterparties for the purposes of the U.K. MiFIR Product Governance Rules. For the avoidance of doubt, the U.K. Target Market Assessment does not constitute: (i) an assessment of suitability or appropriateness for the purposes of the U.K. MiFIR Product Governance Rules; or (ii) a recommendation to any investor or group of investors to invest in, or purchase, or take any other action whatsoever with respect to the Shares. Each distributor is responsible for undertaking its own target market assessment in respect of the Shares and determining appropriate distribution channels.

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All forward-looking statements included herein are based on information available to the Group as of the date hereof. No Group company undertakes any obligation to update publicly or revise any forward-looking statement, whether as a result of new information, future events or otherwise, except as may be required by applicable law. All subsequent written and oral forward-

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looking statements attributable to any Group company or persons acting on its behalf are expressly qualified in their entirety by these cautionary statements.

The date of admission to trading on Euronext Milan (the “Admission”) may be influenced by factors such as market conditions. There is no guarantee that Admission will occur and you should not base your financial decisions on the Company’s intentions in relation to Admission at this stage. Acquiring investments to which this announcement relates may expose an investor to a significant risk of losing all of the amount invested. Persons considering making such investments should consult an authorized person specializing in advising on such investments. This announcement does not constitute a recommendation concerning the Offering. The value of Shares can decrease as well as increase. Potential investors should consult a professional advisor as to the suitability of the Offering for the person concerned.

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None of the Managers assumes any responsibility for its accuracy, completeness or verification or sufficiency or for any other statement made or purported to be made by them, or on their behalf, in connection with the Company, the Shares or the Offering. Accordingly the Managers and each of the respective affiliates, disclaim, to the fullest extent permitted by applicable law, any and all liability whether arising in tort, contract or otherwise which they might otherwise be found to have in respect of this announcement or any such statement.

The Managers are each acting exclusively for the Company and/or the Selling Shareholder and for no-one else in connection with any transaction mentioned in this announcement and will not regard any other person (whether or not a recipient of this announcement) as a client in relation to any such transaction and will not be responsible to any other person for providing the protections afforded to their respective clients, or for advising any such person on the

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contents of this announcement or in connection with any transaction referred to in this announcement.

In connection with the Offering, the Managers and any of their affiliates may take up a portion of the shares in the Offering as a principal position and in that capacity may retain, purchase, sell, offer to sell for their own accounts such shares and other securities of the Company or related investments in connection with the Offering or otherwise. Accordingly, references in the prospectus, once published, to the shares being issued, offered, subscribed, acquired, placed, or otherwise dealt in should be read as including any issue or offer to, or subscription, acquisition, placing or dealing by, the Managers and any of their affiliates acting in such capacity. In addition, the Managers and any of their affiliates may enter financing arrangements (including swaps, warrants or contracts for differences) with investors in connection with which the Managers and any of their affiliates may from time to time acquire, hold or dispose of shares. The Managers do not intend to disclose the extent of any such investment or transactions otherwise than in accordance with any legal or regulatory obligations to do so.

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