

GREATNESS BEGINS WITH LOVE: GOLDEN GOOSE ACHIEVES TOP EMPLOYER 2026 CERTIFICATION

Milan, January 15th, 2026 – Golden Goose, the Next Gen luxury brand founded on the value of "Perfect Imperfection," has once again achieved the Top Employer 2026 certification: for the fifth consecutive year in Italy, the fourth in the United States, the third in China, and the second time in Korea. This recognition confirms the company's commitment to a journey that consistently places people and individual Talent at the center, fostering an authentic culture born from the discovery of one's own inner star.

"Our vision is clear: Greatness Begins with Love, as told in the book *Be Younique: A Sentimental Guide for Dreamers*, dedicated to our Golden Family on the occasion of our 25th anniversary. Golden Goose is built on caring for people. Growth is not just about business, but the sum of the ambitions and personal legacies that our Talents bring to life every day," says Silvio Campara, CEO of Golden Goose.

Golden Goose's commitment to inspiring every individual to find their own "Inner Star" takes shape through structured and dedicated growth paths, such as the Golden Goose Academy. Launched in October 2024 at HAUS Marghera in Venice, the Academy represents an innovative cultural hub designed to offer professional development opportunities both to people within the company and to external talents, through highly specialized training programs.

Among the Golden Goose Academy's future strategic projects is the One Year Entrepreneur Program, an immersive, hands-on experience aimed at external talents. The program enables participants to absorb the Brand's entrepreneurial style - the Golden Way - characterized by long-term vision, rapid execution, shared responsibility, and continuous innovation, while offering the opportunity to work side by side with Golden Goose's management and experience strategic decision-making processes firsthand.

In parallel, through the One Year Dream Maker program, Golden Goose will continue to train future artisans capable of building authentic relationships with customers through the art of Co-Creation, alongside master artisans. The focus on Repairing will remain central, celebrating the act of "caring for memories" through techniques that give new life to

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sneakers. Dream Makers will thus become the protagonists of the in-store experience, transforming craftsmanship into moments of shared creativity along the customers.

At Golden Goose, success is not seen as the result of innate talent, but as the outcome of taking responsibility for one's choices and the ability to act as "team players." Along this journey, the company does not simply attract talent, but actively helps shape conscious professionals and leaders, enhancing the uniqueness of every member of the Golden Family.

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 215 stores and a strong online and wholesale distribution.

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