

CONVERSATION, ATTENTION AND AWARENESS: GOLDEN GOOSE IS A TOP EMPLOYER 2023

UNIQUENESS IS A STRENGTH AT GOLDEN GOOSE. CHAMPIONING DIVERSITY AND ENHANCING INDIVIDUALITY IN THE WORKPLACE IS KEY

Golden Goose, a lifestyle brand founded on the value of *perfect imperfection* is certified as a Top Employer 2023 in Italy for the second year in a row, and the first year in the USA. People and their energy are the main focus to generate value.

“People are the heart of Golden Goose. Our objective is not to give them “perfect roles”, but to let them express their uniqueness. This, along with kindness and our ability to dream together are decisive in generating value and innovation”, says Silvio Campara, CEO of Golden Goose.

Golden Goose consolidates the strategy **For You, For Your Loves, For the World**, a new way of thinking about its people, experiences, and well-being that leverage uniqueness and individuality. Golden team members are viewed as talents and not employees. Golden Goose corporate culture breaks the traditional mold to create areas for discussion, conversation, and listening. Each person has the freedom to express themselves, grow and develop potential as individuals and members of a team.

In line with the We Care driver of the brand’s Forward Agenda sustainability strategy, the brand’s people strategy does not only take into consideration the Golden Family needs, it also focuses on loved ones and the world we live in.

For You refers to the actions taken for members of the Golden Family at various stores and each headquarter: from flexible work hours and smart working, to a structured welfare program, a concierge service to facilitate time management, and sustainable mobility projects.

To deal with daily challenges, Golden Goose encourages its people to take time for themselves and their loved ones. The brand’s new flexible working methods include model of 10 days of remote work per month, a number of personal days, and a counseling center, with the goal of supporting the well-being of all at work and managing stress during challenging times.

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In addition to the well-being of our talents, the Golden Goose pillar **For Your Loves** targets loved ones and families in the most inclusive sense: financial contributions, more free time, and dedicated caregiving services. The brand is implementing a new policy to support caregivers and their families, promoting shared parental responsibilities: a one-time bonus for births and adoptions, extending parental leave to four weeks and increasing the financial payment for parental leave.

The people strategy also encourages behavior of care and solidarity in relation to society and the planet. Introducing the **For the World** pillar, Golden Goose promotes philanthropic activities during working hours as individual and collective experiences, encouraging the Golden Family to use a special leave to take part in “give back” initiatives.

Golden Goose favors and promotes an **inclusive work environment** that makes room for the unique, authentic nature of each of us. This includes the promotion of younger generations through intergenerational dialogue and learning, which bring together dreams and experiences. This also means inclusive leadership, equal opportunities, women’s empowerment, support of parents, respect, and a feeling of belonging.

Golden Goose works every day to develop an increasingly inclusive culture based on awareness, listening, and on differences. The brand takes action to remove obstacles in the full professional and personal self-realization, providing people with talent development, self-awareness tools, D&I training and awareness-raising activities. The goal is to champion the uniqueness of our individual talents to build a work environment that is aware, authentic, and respectful of individuality.

To promote the openness and empowerment of each team member, Golden Goose organizes opportunities for Idea Generation, specific workshops for the co-creation of an environment that makes room for creativity and sharing. In July 2022, the brand organized the first Move Forward Ideathon, a “marathon” of ideas, with the goal of generating innovative, responsible thoughts and actions on sustainability issues, with a specific focus on inclusion.