

THE CELEBRATION OF AUTHENTICITY: GOLDEN GOOSE ACHIEVES TOP EMPLOYER 2025 CERTIFICATION

Golden Goose, the Next Gen luxury brand founded on the value of "Perfect Imperfection," has once again achieved the **Top Employers 2025** certification. This marks the fourth consecutive year in Italy, the third year in the United States, the second year in China, and the first time in South Korea. The brand continues to place people and their talents at the center, generating value.

"At Golden Goose, we believe that everyone has a unique journey to fulfill their dreams. Our purpose is to 'Be Younique', by inspiring individuals to express their individuality and authentic selves. The recent opening of the Golden Goose Academy marks a significant milestone in our journey, as we cultivate the next generation of artisans—our Dream Makers—training them with the tools and skills to blend tradition with innovation. By placing craftsmanship at the heart of what we do, we celebrate our artisanal roots and empower future talents to carry them forward." says Silvio Campara, CEO of Golden Goose.

Looking ahead, Golden Goose is preparing for scalable growth by continuing to prioritize people and culture. The brand's strategy fosters an inclusive environment that celebrates uniqueness and authenticity, focusing on developing internal talent, enhancing skills, and attracting new talent. The **Experience Pathfinder** project has been designed to guide individuals on their career journeys and support their professional growth. Through an interactive map, employees can identify roles they qualify for and understand the skills needed for specific positions across departments. This journey promotes self-awareness, helping individuals recognize their current strengths and what they aspire to become in the future.

At the heart of Golden Goose's commitment to craftsmanship, tradition, and people, the **Golden Goose Academy** was inaugurated in October 2024 at HAUS Marghera in Venice. The Academy serves as an innovative cultural hub, offering professional growth opportunities both for individuals already part of the organization and for external talents who, through specialized training programs like the **One-Year Dream Maker Program**, will be able to join the company. This annual program focuses on sneaker Repair and Co-Creation, blending tradition, innovation, and contemporary design. The Golden Goose Academy fosters creativity and craftsmanship skills, shaping a new generation of Dream Makers and encouraging talents to express their uniqueness, going beyond traditional professional models. In line with its commitment to fostering social equity and growth, Golden Goose has partnered with **Mygrants**, an organization focused on upskilling and reskilling of individuals from migrant backgrounds to overcome job market barriers and enter the workforce. This collaboration highlights Golden Goose's dedication to breaking down socio-economic barriers and building a more inclusive community.

GOLDEN GOOSE

Golden Goose's people-first strategy focuses on fostering an inclusive work environment where individuality is celebrated, and all voices are valued. This commitment extends beyond the company, inspiring a broader global community. By engaging with younger generations, the brand encourages them to embrace their uniqueness and pursue their dreams with confidence. Through these efforts, Golden Goose aims to create a lasting culture of inclusion both inside and outside the organization.

The **Dreamers of Tomorrow** experiential format, designed for students of all ages—from primary school to executive master's programs—delivers the powerful message that significant change begins with small actions. Life is a continuous journey of experiences, where imperfection is seen as an opportunity to learn. Through these lessons, personal growth, and self-discovery, individuals can overcome challenges and achieve their dreams.

Golden Goose connects communities, values, and experiences, fostering care, listening, inclusion, and creativity while supporting the growth of the brand and its talents.