

GOLDEN GOOSE

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GOLDEN GOOSE REPORTS 12% Q1 2024 NET REVENUES GROWTH AND APPOINTS MARCO BIZZARRI TO THE BOARD OF DIRECTORS

- Q1 2024 net revenues grew 12% year-on-year at constant exchange rates while maintaining strong margins
- Marco Bizzarri, former President and CEO of Gucci, is appointed to the Board
- HAUS in Marghera unveiled on 19 April for a 3-day event during the opening of the Venice Biennale

[Milan, 22 April 2024] - Golden Goose Group S.p.A. (the “Company”, and jointly with its subsidiaries, the “Group”), a leading brand of luxury sneakers, apparel and accessories, today reports strong preliminary 1Q 2024 net revenues and announces the appointment of Marco Bizzarri to the Board of Directors.

Q1 Net Revenues

Following a strong performance in 2023, the Group's consolidated net revenues for 1Q 2024 have grown by 12% year-on-year at constant exchange rates (+11% on a reported basis) while maintaining strong margins.

Direct-to-Consumer channel has grown by 20% year-on-year at constant exchange rates (+18% on a reported basis), driven by continued strong performance in EMEA and the Americas.

Marco Bizzarri is appointed to the Board of Directors

Marco Bizzarri is the former President and CEO of Gucci. In this role, he led Gucci transformation reinventing the brand's retail and digital experience,

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restyling all points of contact between the brand and its customers and executing an ambitious growth strategy that increased Gucci's annual revenue from €3.9bn in 2015 to €9.9bn in 2023.

Marco Bizzarri commented: "I've been following the successful story of Golden Goose over the past 10 years, and I'm impressed with the unique culture, products, and community they've been able to build on a global scale. I'm very proud to become part of this family and to contributing to their future growth built on expansion into new categories, geographies, and experiences."

Silvio Campara, Chief Executive Officer, Golden Goose Group, commented: "I'm very proud that Marco Bizzarri is joining our Golden Goose family as a Board member. His world-class expertise and visionary approach to reinventing luxury are unprecedented. I am sure he will give a timeless contribution to the Brand."

HAUS, Marghera

Golden Goose unveiled HAUS in Marghera, Venice, on 19-21 April.

HAUS in Marghera is the new physical home for the brand's global community and a place to preserve and nurture heritage, art, and craftsmanship. HAUS is a multidisciplinary platform that hosts an Academy, where skilled craftsmen will teach artisans of the future to pursue their creativity and become Golden Goose Dream Makers, Manovia, a place dedicated to product innovation and to the extension of the lifetime of any item through repairing, the Golden Goose Archive and Library, designed to educate and offer insights into the brand's DNA, and Hangar, an Exhibition Area which will showcase artists and their works.

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

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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 1.5 million Dreamers. Golden Goose is present in the Americas, Europe, the Middle East and APAC, with 191 stores (including 6 duty-free stores, 28 shop-in-shop stores and 10 outlets) and a strong online and wholesale distribution.

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