

## Golden Goose Welcomes Blue Pool Capital as Minority Shareholder

*Strategic investment to support Golden Goose's global growth following continued strong financial performance*

**Milan and London, 28 January 2025** - Golden Goose Group S.p.A ("Golden Goose" or "the Group"), a leading brand of luxury sneakers, apparel and accessories, today announced a c. 12% strategic minority investment in the Group from Blue Pool Capital ("Blue Pool"), a Hong Kong-based investment firm and family office. Funds advised by Permira, the global investment firm, will retain a majority investment in Golden Goose. The transaction was negotiated and agreed shortly after the Group's decision to postpone its planned IPO in June 2024 and was completed today.

Founded in 2000, Golden Goose is a Next Gen global luxury brand operating at the intersection of luxury, lifestyle and sportswear. In 2020, funds advised by Permira acquired a majority stake in Golden Goose with a vision to partner with management to accelerate growth through direct-to-consumer (DTC) channels, in particular online and retail, diversify the product assortment and support the Group's mission to become a category leader in sustainability. Since 2020, Golden Goose has achieved strong growth, more than doubling revenues and building a community of approximately 2 million customers. Golden Goose is present in the Americas, Europe, the Middle East and APAC, with over 200 stores and a strong online and wholesale distribution network.

The investment from Blue Pool Capital comes amid a period of strong financial performance for Golden Goose, despite a challenging market backdrop for the luxury sector. In the 9M to September 2024, the Group reported 12% cFX year-on-year revenue growth and 11% adjusted EBITDA growth, driven primarily by performance of the DTC channel, growing 18% cFX year-on-year.

The new capital commitment from Blue Pool is a significant milestone for Golden Goose and a testament to the Group's financial performance and potential as a global luxury brand. Blue Pool's deep expertise in the sports, entertainment and consumer industries, coupled with its deep knowledge of the APAC market, will help the Group further expand its reach and deepen the bond between Golden Goose and its large and growing community of customers.

Oliver Weisberg, CEO of Blue Pool Capital, will join the Golden Goose Board of Directors.

**Silvio Campara, Chief Executive Officer of Golden Goose, said:**

*"We warmly welcome Blue Pool Capital as a strategic partner in our journey to redefine luxury. This partnership reflects the strength of our brand and the incredible global community of Dreamers we have built. With Blue Pool's expertise, their deep connections in the US and APAC, and their impressive portfolio in sports investments, we will push the boundaries of our dream.*

*Together, we will accelerate our growth through innovation while continuing to deliver unique, authentic experiences to our community."*

**Oliver Weisberg, CEO of Blue Pool Capital, commented:** *"We are huge believers in Golden Goose and its management team – and its positioning at the intersection between luxury and sportswear is truly unique. We look forward to adding value beyond our financing to support Silvio and the great Golden Goose team as they unlock the brand's full potential."*

**Francesco Pascalizi and Giorgio Dinaro at Permira, commented:** *"We are excited to welcome Blue Pool Capital as new partners on the journey with Silvio and the Golden Goose team. We are convinced that Blue Pool's strong track record and global reach will further enhance the potential of Golden Goose as a unique luxury brand."*

J.P. Morgan and Bank of America acted as equity financial advisors to Permira. Maisto & Associati acted as tax advisor and Giliberti, Triscornia & Associati acted as legal advisor to Permira.

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## **About Golden Goose**

Golden Goose is a Next Gen global luxury company - 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 the brand.

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 approximately 2 million Dreamers. Golden Goose is present in the Americas, Europe, the Middle East and APAC, with over 200 stores and a strong online and wholesale distribution.

## About Blue Pool Capital

Blue Pool Capital is a multi-strategy investment firm based in Hong Kong. It manages the assets of Joe Tsai, the firm's senior management members, and a group of the world's most influential families. The firm invests globally in all major asset classes including public equity, private equity, hedge funds and private credit funds, and real estate. Its current portfolio includes investments in various global business sectors such as technology, media, sports, consumer products, industrials, and financial services.

## About Permira

Permira is a global investment firm that backs successful businesses with strong growth ambitions. Founded in 1985, the firm advises funds across two core asset classes, private equity and credit, with total committed capital of approximately €80bn.

Permira is one of the world's most active investors in the Consumer sector, having deployed over €13 billion to partner with more than 40 companies globally, including some of the world's most iconic brands.

Permira employs over 500 people in 16 offices across Europe, the United States and Asia. For more information, visit [www.permira.com](http://www.permira.com) or follow us on [LinkedIn](#).

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