

GOLDEN GOOSE GROUP DELIVERS DOUBLE-DIGIT REVENUE GROWTH AND STRONG PERFORMANCE ACROSS ALL REGIONS IN 1H 2025

Milan, 3 September 2025 – 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 announces 1H 2025 results, marking a strong first half for the company, with accelerating growth in Q2 and robust performance across all channels and geographies.

1H 2025 Top Line Financial Highlights

- **Net revenues:** €342.1 million, up 13%¹ vs 1H 2024 with Q2 net revenues growing 14% YoY, up from +12% in Q1
- **Direct-to-Consumer (DTC) net revenues:** up 19% YoY, representing 77% of net revenues vs 73% in 1H 2024, delivering on the Company’s DTC expansion strategy
- **Geographies:** EMEA up 18%, US up 8% and APAC up 9% YoY
- **Adjusted EBITDA:** €113 million, up 3% YoY, with an EBITDA margin of 33%
- **Cash position:** €126 million
- **Net leverage:** 2.4x. down from 2.5x at the end of 1Q.

Operational Highlights

- **Growth driven by robust performance of DTC channel** (+19% vs 1H 2024), growing 26% year-on-year in EMEA, 15% in the Americas and 14% in APAC
- **Increased store footprint:** The **global DOS network** reached 225 stores at the end of 1H 2025, with 10 new openings in the first half. Highlights include the opening of new stores in Hyundai Jungdong, Singapore Paragon, Manila, Ibiza and Venice Airport and a standalone store focusing on kidswear in Dubai
- **Innovative store concepts:** Opened the Golden “Pescheria”, a seasonal pop-up concept inspired by Mediterranean fishing towns. Debuting in Forte dei Marmi, Tuscany, and expanding to other holiday destinations such as the Hamptons, the experience reinforced the brand’s focus on storytelling and its connection to local Golden Goose communities
- **Strengthened sustainability commitment:** Achieved the **Gender Equality European & International Standard Certification**, underscoring the Company’s ongoing commitment to inclusion, equity, and responsible workplace practices
- **Continued connection to art and culture:** Launched “**Altered States**” at **HAUS in Marghera** during the Venice Biennale of Architecture 2025. Curated by Jérôme Sans, the immersive installation by artist Marco Brambilla transformed the space through a multi-sensory experience blending film, sound, and technology. The Company was further awarded with the **Premio Festa di San Marco** by the City of Venice in recognition of Golden Goose’s contributions to

¹ All percentage changes in the Top Line Financial Highlights are calculated at constant exchange rate (constant currency).

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the city

- **Welcomed new Global Brand Ambassadors in sports**, including tennis stars Jasmine Paolini and Zizou Bergs, and padel icons Marta Ortega and Juan Lebrón
- **Launched iconic campaigns**: Celebrated the timeless Super-Star sneaker starring legendary Academy Award-winning actor, activist, and cultural icon Jane Fonda and the new True-Star sneaker featuring tennis champion Jasmine Paolini. In APAC, the Company launched two special limited editions of the Super-Star designed by Global Brand Ambassador Jackson Yee.

Silvio Campara, Chief Executive Officer of Golden Goose Group, commented: *“Against a difficult macroeconomic context, our resilient performance in the first half of 2025 reflects the continued global resonance of the Golden Goose brand among its communities. We saw double digit and high single digit growth across all regions and we expanded our footprint with 10 openings of innovative retail concepts in key strategic cultural and lifestyle hubs, from Venice to Manila. These results confirm the power of the Golden Goose brand, the strength of our DTC and innovation-led strategy and the Co-Creation which keeps on reaching new heights. As always, I want to thank our passionate and loyal communities around the world, as well as our Golden Family, whose dedication and creativity bring our vision to life every day”.*

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 225 stores and a strong online and wholesale distribution.

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