

## THE CELEBRATION OF AUTHENTICITY: GOLDEN GOOSE ACHIEVES TOP EMPLOYER 2024 CERTIFICATION

Golden Goose, luxury brand founded on the value of "Perfect Imperfection," has once again achieved the Top Employer 2024 certification for the third consecutive year in Italy, second year in the United States, and first year in China. The brand continues to place people and their talents at the center of its activities, generating value.

"At Golden, we cultivate a dream: to make the world a better place, starting from ourselves. We value the distinctive characteristics of each person and believe in imperfection, which makes us authentic and unique individuals. We are stories made of victories, defeats, and intuitions, as all of this is part of our journey and contributes to defining who we are," says Silvio Campara, CEO of Golden Goose.

The focus on individuals at Golden Goose translates into a strategy aimed at fostering and promoting an inclusive work environment that celebrates the uniqueness and authenticity of everyone. In pursuit of this goal, the brand provides team members with the tools and space needed to nurture self-awareness, empathy, trust, and their own talents, thereby contributing significantly to the growth and success of both the individual and the brand.

The Golden Goose inclusion journey has taken significant steps towards equity, from the Inclusion & Belonging Act to training programs that provide concrete tools; from Employee Resource Groups (ERGs) to the involvement of the Leadership Team in the Inclusion & Belonging Committee, to organizing days dedicated to promoting intercultural dialogue. Every progress is measured, as it is only by setting assessable goals that a dream can transform into a concrete objective. The ultimate aspiration is to value the uniqueness of talents, while creating a conscious, authentic, and respectful work environment that honors individuality. The synergy between training, engagement, and communication at Golden Goose creates growth opportunities for both individuals and the company itself, promoting a safe, inclusive, and respectful work environment.

A central element is represented by the Golden Goose Academy project: located in the heart of Marghera (Venice, Italy), this space is a creative hub open to all, aiming to amplify skills and knowledge. The Golden Goose Academy intends to promote curiosity, research, and personal development through the contamination of artisanal, artistic, and design disciplines. Skilled artisans will teach future Dream Makers to pursue creativity, providing them with the necessary tools to preserve and foster the art of handmade craftsmanship.

The empathy and energy that each person brings to Golden Goose allows for the connection of diverse technical and managerial skills, outlining cross-functional professional experiences in a transformative logic of the role. At Golden Goose, it is essential to value the plurality of identities and talents that individuals develop on their journey. For this reason, when defining the career development programs for its employees, Golden Goose has not limited itself to a skills-based

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approach, but instead has developed a map of long-term experiences, temporary opportunities, feedback moments, and Power Conversations. This innovative approach breaks traditional patterns by creating spaces for exchange, conversation, and listening so everyone can express themselves, grow, and fully develop their potential as individuals and as members of a collective.

By connecting communities, values, and experiences, amplifying knowledge, and prioritizing the growth of each person, Golden Goose aspires to define a comprehensive approach to well-being with the goal of creating high-performance teams, actors in the scalable development of the business.