

GOLDEN GOOSE ENHANCES PRESENCE IN RACKET SPORTS BY TAPPING JASMINE PAOLINI, ZIZOU BERGS, MARTA ORTEGA, AND JUAN LEBRÓN AS GLOBAL BRAND AMBASSADORS.

January 14th, 2025 – Golden Goose strengthens its commitment to sports with the announcement of new Global Brand Ambassadors: tennis stars **Jasmine Paolini** and **Zizou Bergs**, and padel icons **Marta Ortega** and **Juan Lebrón**. These athletes join the ranks of Olympic skateboarding champions **Keegan Palmer** and **Cory Juneau**, and padel sensation **Arturo Coello**.

Jasmine Paolini represents a perfect blend of cultures with a Polish mother and an Italian father passionate about tennis. Paolini made history in 2024 by rising to World No. 4 and tying the record for the highest-ranked Italian singles player. Achievements include reaching Grand Slam finals at the French Open and Wimbledon, winning her first WTA 1000 singles title in Dubai, claiming Olympic gold in doubles with Sara Errani, and playing a pivotal role in leading Italy to victory at the Billie Jean King Cup finals, solidifying her status as the world's top tennis star. "I'm grateful for every moment of this journey and excited for where it will take me," says Paolini. "As an Italian athlete, it's an honor to represent Golden Goose, a brand I've long admired. Being part of this family feels incredible, and I'm proud to share the values of such an iconic Italian brand."

Zizou Bergs is Belgium's No. 1 Davis Cup player and ranked No. 66 in ATP singles. Known for a powerful and passionate serve, Bergs has won eight ATP Challenger titles, advanced to the 2024 French Open third round, and competed in the Paris Olympics. Off court, Bergs is a dedicated philanthropist and supports young players in Burundi by supplying tennis gear, funding education for 15 deserving students, empowering disabled athletes through "Tous à Bord," and helping underprivileged children in Antwerp pursue tennis. "I am honored to join Golden Goose in their mission to not only elevate racquet sports but also to make a meaningful impact within communities," says Bergs. "It's truly exciting to be part of such an exceptional team of champions, and I look forward to contributing to this journey."

On the padel court, **Marta Ortega** and **Juan Lebrón** represent two of Spain's top-ranked and celebrated athletes. Strategic play, perfectionism, and determination led Ortega to make history in 2019 as the youngest player to reach the No. 1 ranking. Alongside a remarkable padel career, Ortega holds a medical degree, earning her the nickname "The Doctor of Padel." Lebrón is the first padel player born in Spain to reach No. 1 in the world and held the title for three consecutive years from 2020-2022. Known for revolutionizing the aggressive right-handed playing style, Lebrón has cemented his place as one of padel's all-time greats. Ortega shares, "Partnering with a brand that has such a strong connection to padel is truly meaningful to me. I look forward to building something special together through this collaboration." Lebrón adds, "I'm truly

GOLDEN GOOSE

honored by this partnership. We've already done incredible things together, and I look forward to what's next, especially with the upcoming opening of the Padel Pavilion."

Golden Goose CEO **Silvio Campara** expresses excitement, "*Jasmine, Zizou, Marta, and Juan embody everything we stand for and the communities we want to connect with. Family, passion, authenticity, positivity, and success are values at the heart of sports and of Golden Goose. We are honored to welcome these talented athletes to our Family, where dreams are pursued with purpose, and every step reflects dedication and excellence.*"

Golden Goose further reinforces its commitment to padel by the unveiling of the Padel Pavilion in Citylife, Milan. Set to open in 2025, the state-of-the-art arena will serve as a hub for community and innovation by bringing together athletes, fans, and enthusiasts, and offering unique experiences that go beyond sports.

Throughout the year, Paolini, Bergs, Coello, Ortega, Lebrón, Palmer, and Juneau will represent Golden Goose at key events, fostering new communities built on shared values.