

GOLDEN GOOSE UNVEILS THE FORWARD AGENDA. A RESPONSIBLE JOURNEY TOGETHER, WITH YOU

Milan, March 15th - Golden Goose announces its dedication to a brighter future for the next generations, pivoting around four main priorities: innovation, responsible sourcing & manufacturing, enhancing diversity, engaging and giving back to communities.

For over twenty years, Golden Goose has always been committed to people, embarking with them on a journey of love. Taking its commitment further, the company introduces the Golden Family Strategy, a new way of thinking about its own people, their well-being, and their experience, taking into consideration not only the Golden Family needs, but also focusing on their loved ones and the world we live in.

The company enhances culture by fostering inclusivity and connecting different generations, by promoting a diverse working environment and valuing the G Generation, a collective of Golden Goose employees under 30, born to celebrate new and bold talents. During a recurring meeting with the leadership team, the young group contributes with its vision and concrete ideas to corporate projects.

“We will continue inspiring everyone to express their inner star by unleashing their creativity and daring to move forward together, with you. We will keep enabling people to share their stories that are relevant and empowering for their communities, for the Golden Family and for others”, says CEO Silvio Campara.

The company sets 10 clear-cut goals of its sustainability plan, the **Forward Agenda**, to meet by 2025, embarking in a long-term journey to open up the company’s value-based strategy to the world.

THE GOLDEN GOOSE FORWARD AGENDA 10 GOALS TO MEET BY 2025

The **Forward Agenda** is the company sustainability vision tackling some of the most pressing challenges facing the world, moving forward towards positive changes. Golden Goose introduces 10 clear-cut goals to meet by 2025: reducing its environmental impact by becoming carbon neutral, using responsible materials, tracing raw materials, and continuously improving social and environmental standards throughout the 'supply consumer', an evolution of the supply chain concept. Moreover, the Agenda encompasses dedicated awareness-raising initiatives aimed at fostering and enhancing diversity while promoting an inclusive culture and empowering local communities.

1. Launching its 1st **Circular Design Project**;
2. Using **40% of low-impact materials** in its sneakers' collections, compared to 2021;
3. Ensuring new Golden Goose products being safe, circular, and responsibly made through the **Cradle to Cradle Certification**;
4. Tracing 100% of key raw materials;
5. Using **50% responsible materials** for ready to wear, compared to 2021;
6. Achieving level 3 or 4 (scale 1-4) of **social compliance standard** for at least 80% of direct suppliers and strategic sub-suppliers;
7. Attaining gender equality certification for the Golden Family worldwide;
8. Attaining **ISO 45001 health and safety Certification** for Golden Goose offices and stores worldwide;
9. Becoming **carbon neutral** at Golden Goose sites worldwide;
10. Supporting local communities through impactful social projects, engaging in **high social value projects** on a multi-year basis.

THE GOLDEN GOOSE FORWARD AGENDA KEY SHORT-TERM COMMITMENTS ACROSS 4 DRIVERS

In 2022-2023, Golden Goose will launch a number of projects around its 4 drivers devised to reveal the community culture of the company and to guide its major initiatives:

1. **We Innovate** – embracing new technologies and using low impact materials. Creating products designed to last;
2. **We Craft** – celebrating the brand's artisanal tradition crafting products with love, committing to responsible manufacturing, and tracing transparency;
3. **We Care** – welcoming people to be part of the Golden Goose community; caring for products by lengthening their lifecycle and reducing the impact on the planet;
4. **We Share** – enabling people's storytelling. Making everyone part of the change with kindness by devoting time and value.

The projects:

1. **We innovate** – In April the company announces the merger with a renowned R&D Italian supplier with the goal of elevating its commitment to sustainability, scalability solutions, and innovations to be shared with other brands. The first step of this merger is a new Golden Goose sneaker developed utilizing the most advanced technologies and bio-based materials;
2. **We craft** – In 2023 Golden Goose opens Fondamenta, its first craftsmanship academy. Focused on the brand's artisanal heritage and people-centric attitude, the school will spread the company's expertise, educating rising artisans throughout every stage of the supply chain and full production process, while acting as a creative hub and a professional shoe making school;
3. **We care** – Between spring and fall 2022, the brand launches the Forward stores, its innovative retail concept opening in Milan and New York. Born with the ambition of lengthening products' life cycle or giving them a new life, local and artisanal shoemakers will share their knowledge and provide their expertise to repair and personalize any product;

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- 4. We share** – In 2022 and 2023 the company debuts with the Golden TV, the brand's innovative community-driven approach to social media. The aim is to share stories from the G Generation - a collective of Golden Goose employees under 30 - and brand lovers with the goal of engaging and giving back to communities, making everyone part of the change.

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