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PRESS RELEASE

GOLDEN GOOSE GROUP PUBLISHES ITS 2024-2029 FINANCIAL OBJECTIVES

Milan, 21 March 2024 – Golden Goose Group S.p.A. (the “**Company**”, and jointly with its subsidiaries, the “**Group**”), a leading brand at the intersection of the luxury, lifestyle and sportswear sectors, specialized in the sourcing, design and distribution of sneakers, apparel and accessories, following the approval by the shareholders’ meeting of the annual financial statements as of December 31, 2023, previously announced on March 4, 2023, publishes its medium-to-long-term (2024-2029) forecasts¹ for the Group’s results.

	For the year ended December 31, 2023	Medium-to-Long-term (2024 – 2029) Financial Objectives
Net Revenues	€587 million	Approx. €1 billion by 2029
Adjusted EBIT² margin	25.4%	Stable margin consistent with historical levels
Capital Expenditures	6.4% of Net Revenues	Between 7% and 8% of Net Revenues
Net Leverage post-IFRS16	2.4x	1-1.5x

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 1.5 million Dreamers. Golden Goose is present in APAC, Europe, the Middle East and the Americas, with 191 stores (including 6 duty-free stores, 28 shop-in-shop stores and 10 outlets) and a strong online and wholesale distribution.

¹The forecasts are based on several assumptions, including forecasts provided by industry reports and managements’ actions that will not necessarily occur. The forecasts depend, in part, on external factors that the Group cannot control or can only partially control.

² Ebitda adjusted for non-recurring items, Ebit adjusted for non-recurring items and PPA amortization effect.

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DISCLAIMER

The forecast data constitute forward-looking statements that are unaudited and regards future events and future operating, economic and financial results of the Group. These forward-looking statements have, by their nature, an element of risk and uncertainty because they depend on the occurrence of future events and developments. Due to such uncertainties and risks, readers are cautioned not to place undue reliance on such forward-looking statements as a prediction of actual results: forward-looking statements may and often do differ materially from actual results. The Group's ability to achieve its projected objectives or results is dependent on many factors which are outside management's control.

Actual results may therefore differ even significantly from those announced due to a variety of factors, the majority of which are beyond the control of the Group. Except as required by applicable law and regulation, the Company does not undertake any obligation to publish any revisions to such forward-looking statements to reflect events or circumstances. If the Company does not achieve, or reasonably believes that it will not achieve, the expected results included in the forecast data, it may be required to release a notice with a profit warning, on the basis of the Market Abuse Regulation.

The forecast data and the business plan from which they are extracted have been prepared on the basis of assumptions about the realization of future events and actions that will have to be undertaken by the Group's management. These include general and hypothetical assumptions regarding future events and actions by the Group's management that will not necessarily occur and that depend in large part on external factors that the Group cannot control or can only partly control, including, *inter alia*, changes in the macroeconomic environment in which the Group operates, raw material prices, energy prices, trends in the underlying markets, as well as future developments in crises such as the conflicts between Russia and Ukraine and Israel and Hamas, fluctuations in interest and exchange rates, changes in consumer demand for luxury goods and changes in consumer preferences in general, disruptions in the Group's supply chain as well as availability of attractive locations for new store openings and assumptions of a discretionary nature relating to events or circumstances over which the Group has full or partial control.

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