

Milan, May 6, 2025

PRESS RELEASE

LAUNCH OF AN OFFERING OF SENIOR SECURED FLOATING RATE NOTES DUE 2031 BY GOLDEN GOOSE S.P.A.

Golden Goose S.p.A. (the “**Issuer**”) announced today that it intends to launch an offering (the “**Offering**”) of Senior Secured Floating Rate Notes expected to mature in 2031 for an expected aggregate principal amount of €480.0 million (the “**Notes**”). In connection with the Offering, the Issuer also expects to enter into a revolving credit facility agreement that will provide for a super senior multi-currency revolving credit facility of up to €100.0 million. Following the Offering, we may, at our discretion, make a distribution to our shareholders for an aggregate cash amount of up to €100.0 million, payable in one or more tranches and expected to be entirely funded through cash available on the balance sheet of the Issuer and its direct parent company, Golden Goose Group S.p.A. (the “**Shareholder Distribution**”). We currently expect that the Shareholder Distribution, if made, will occur during the course of 2025 or 2026.

The proceeds from the offering of the Notes are expected to be used, together with cash on the Issuer’s balance sheet, to (i) redeem the Issuer’s outstanding €480.0 million Floating Rate Senior Secured Notes due 2027 at par plus accrued and unpaid interest thereon, and (ii) pay fees and expenses incurred in connection with the above transactions. The proceeds of the Offering will not be used in connection with the Shareholder Distribution.

The Issuer will determine and publish the final terms and conditions of the Notes at pricing, upon completion of the book building process.

CERTAIN ESTIMATED CURRENT TRADING DATA OF THE ISSUER

The Issuer provides below information regarding certain preliminary estimated financial results of Golden Goose Group S.p.A. and its subsidiaries on a consolidated basis (the “**Group**”) and other recent developments. All references to “we”, “us”, or “our” below are to the Group.

Current Trading

On the basis of preliminary results derived from our unaudited management accounts and other information currently available to us, our trading performance for the three months ended March 31, 2025 reflected trends broadly consistent with those observed during the year ended December 31, 2024. Following 13% growth in Net Revenues at constant exchange rates for the year ended December 31, 2024, driven by 18% year-over-year growth at constant exchange rates in our DTC channel, we observed similar trends across both the Group level and the DTC channel for the three months ended March 31, 2025. This positive performance continued to be supported by new store openings and double-digit like-for-like growth.

The above preliminary information relating to our performance for the months of January, February and March 2025, is derived from our internal management accounts for the months of January, February and March 2025, which are prepared in accordance with generally accepted accounting principles in Italy and are therefore not directly comparable with our Consolidated Financial Statements, which are prepared in accordance with IFRS. This preliminary information has been prepared by management. Neither our independent auditors nor any other independent auditors have audited, reviewed, compiled or performed any procedures with respect to such preliminary unaudited financial information for the purpose of its inclusion herein or for any other purposes and, accordingly, neither our nor any other independent auditors have expressed an opinion or provided any form of assurance with respect thereto. We believe the estimates underlying the financial information presented above may provide investors with a helpful indication of the development of our results of operations following December 31, 2024. However, our actual results for any such period and for the quarter ending March 31, 2025 may differ materially from the trends and ranges included herein. The preliminary information set forth above should not be regarded as an indication, forecast, capsule financial information or representation regarding our financial results for the quarter ending March 31, 2025 or for the year ending December 31, 2025 or for any other period. Because this information is preliminary, it is subject to change and those changes could be material.

Changes in U.S. tariffs

Since February 2025, the U.S. administration has announced, implemented and adjusted several tariff measures, contributing to a complex and volatile global trade environment. In particular, on April 2, 2025, the U.S. administration issued an executive order imposing baseline tariffs of 10% on all imports to the United States,

subject to limited exceptions. Many major trading partners faced higher rates, including 20% for the European Union, and 34%, 24%, and 26% for China, Japan, and India, respectively. The entry into force of these revised tariffs has, however, been suspended for 90 days on April 9, 2025 (excluding those applicable to China).

On the basis of management preliminary estimates, taking into account a 10% baseline ad valorem tariff applicable to our products distributed in the United States (as the additional reciprocal 10% tariffs towards, among others, the European Union, have been suspended for 90 days on April 9, 2025), we currently expect that, as a result of the application of such increased tariffs, we may face a negative impact on our Adjusted EBITDA Margin of less than 1.5 percentage points computed on a full year basis and based on our results of operations for the year ended December 31, 2024. Taking into account a 20% tariff applicable to our products distributed in the United States (assuming the extra 10% tariff is confirmed following the expiration of the abovementioned 90-day suspension period), we currently expect that we may face a negative impact on our Adjusted EBITDA Margin of less than 2.5 percentage points computed on a full year basis and based on our results of operations for the year ended December 31, 2024. Our preliminary estimates on the potential negative impact of the new U.S. tariffs on our results assume that (i) we do not take any mitigating action and absorb all the related costs and (ii) no further changes in tariffs will take place. Moreover, our preliminary estimates of the potential impact of such U.S. tariffs reflect management preliminary expectations and estimates based on available information as of the date hereof. The actual impacts may differ, even materially, from the estimated impact presented herein as a result of factors that cannot be foreseen as of the date hereof and/or are beyond our control.

In order to mitigate the negative effects of U.S. tariffs, we are implementing several initiatives whose combined result we expect to be capable of offsetting the negative impact of the tariffs. Therefore, as of the date hereof, we anticipate no material impact from U.S. tariffs on our profitability. These initiatives include: (i) a limited repricing on our U.S. non-permanent assortment; and (ii) an efficiency improvement of our U.S. product importing strategy. Moreover, we are also actively evaluating additional strategies to further enhance efficiency and optimize profitability. The implementation and effectiveness of any such countermeasures may require some time before yielding the expected effects in full and, as a consequence, we may experience some volatility in the short term with respect to our results from sales made in the United States.

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This press release constitutes a public disclosure of inside information by Golden Goose S.p.A. under Regulation (EU) 596/2014, as subsequently amended, and any relevant implementing rules and regulations.

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Cautionary Statements

There can be no assurance that the Offering will be completed or, if completed, as to the terms on which it will be completed.

This press release is for information purposes only and does not constitute any offer to sell or the solicitation of an offer to buy any security in the United States or in any other jurisdiction. The Notes have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the “**Securities Act**”), or applicable state or foreign securities laws and may not be offered or sold in the United States without registration under federal or applicable state securities laws or an applicable exemption from such registration requirements. The Notes will be offered (a) in the United States to “qualified institutional buyers” as defined in Rule 144A under the Securities Act and (b) outside the United States to persons who are not U.S. persons (i) in an offshore transaction in accordance with Regulation S under the Securities Act, (ii) if resident in a Member State of the European Economic Area, to “qualified investors” within the meaning of Article 2(e) of Regulation 2017/1129/EU and amendments thereto (the “**Prospectus Regulation**”) and any relevant implementing measure in each Member State of the European Economic Area and (iii) if a resident of the United Kingdom, to “qualified investor” within the meaning of Prospectus Regulation as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018 (the “**UK Prospectus Regulation**”).

This press release does not constitute an offer to the public in Italy of financial products, as defined under Article 1, paragraph 1, letter (t) of legislative decree of February 24, 1998, no. 58, as amended. The Notes cannot be offered, sold or delivered, directly or indirectly, in Italy either on the primary or on the secondary market to any natural persons nor to entities other than qualified investors (*investitori qualificati*) as referred to in Article 2, paragraph (e), of the Prospectus Regulation or unless in any circumstances which are exempt from the rules on public offerings pursuant to Article 1 of the Prospectus Regulation and the implementing regulations issued by

the *Commissione Nazionale per le Società e la Borsa*, the Italian securities and financial markets regulator (“**CONSOB**”), including Article 34-ter, paragraph 1, of CONSOB Regulation no. 11971 of May 14, 1999, as amended, and the applicable Italian laws and regulations.

This press release is for informational purposes only and does not constitute and shall not, in any circumstances, constitute a public offering or an invitation to the public in connection with any offer within the meaning of the Prospectus Regulation. The Offering will be made pursuant to an exemption under the Prospectus Regulation and the UK Prospectus Regulation, as implemented in Member States of the European Economic Area and the United Kingdom, respectively, from the requirement to produce a prospectus for offers of securities.

This press release is only being distributed to, and is only directed at, persons in the United Kingdom that (i) are “investment professionals” falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (as amended, the “**Order**”), (ii) are persons falling within Article 49(2)(a) to (d) (“high net worth companies, unincorporated associations, etc.”) of the Order, or (iii) are persons to whom an invitation or inducement to engage in investment activity (within the meaning of section 21 of the Financial Services and Markets Act 2000) in connection with the issue or sale of any securities may otherwise lawfully be communicated or caused to be communicated (all such persons together being referred to as “**Relevant Persons**”). This press release is directed only at Relevant Persons and must not be acted on or relied upon by persons who are not Relevant Persons. Any investment or investment activity to which this document relates is available only to Relevant Persons and will be engaged in only with Relevant Persons.

The offering memorandum prepared in connection with the Offering has not been and will not be approved by the U.S. Securities and Exchange Commission, CONSOB, the Financial Conduct Authority or any other competent authority.

This press release does not constitute a conditional notice of redemption in respect of the any notes. Holders of any notes are therefore urged to refer to the relevant notice of redemption (once available) for more information regarding the redemption price, record date and redemption date.

Information to Distributors

Manufacturer target market (MIFID II product governance; UK MiFIR product governance) is eligible counterparties and professional clients only (all distribution channels). No PRIIPs or UK PRIIPs key information document (KID) has been prepared as not available to retail investors in EEA or the United Kingdom, respectively.

Forward Looking Statements

This press release may include forward-looking statements within the meaning of the securities laws of certain applicable jurisdictions. These forward-looking statements include, but are not limited to, all statements other than statements of historical facts, including, without limitation, those regarding the Group’s future financial position and results of operations, their strategies, plans, objectives, goals and targets, future developments in the markets in which the Group participates or is seeking to participate or anticipated regulatory changes in the markets in which the Group operates or intends to operate. In some cases, you can identify forward-looking statements by terminology such as “aim”, “anticipate”, “believe”, “continue”, “could”, “estimate”, “expect”, “forecast”, “guidance”, “intend”, “may”, “plan”, “potential”, “predict”, “projected”, “should” or “will” or the negative of such terms or other comparable terminology.

By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors because they relate to events and depend on circumstances that may or may not occur in the future. We caution you that forward-looking statements are not guarantees of future performance and are based on numerous assumptions. Our actual results of operations, including our financial condition and liquidity and the development of the industries in which we operate, may differ materially from (and be more negative than) those made in, or suggested by, the forward-looking statements contained in this press release. In addition, even if our results of operations, including our financial condition and liquidity and the development of the industries in which we operate, are consistent with the forward-looking statements contained in this press release, those results or developments may not be indicative of results or developments in subsequent periods.

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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.

GOLDEN GOOSE

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 215 stores and a strong online and wholesale distribution.

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