

GOLDEN GOOSE GROUP REPORTS DOUBLE-DIGIT REVENUE GROWTH FOR FY25, DRIVEN BY ACCELERATION ACROSS REGIONS

Milan, 2 March 2026 – Golden Goose Group S.p.A (the “**Company**”, jointly with its subsidiaries, the “**Group**”), a leading brand of luxury sneakers, apparel and accessories, today announces that its Board of Directors has approved the consolidated financial results for the year ended 31 December 2025 (“**FY 2025**”). In FY 2025, Golden Goose delivered strong growth across regions powered by its Direct-to-Consumer (DTC) channel, reflecting the strength of the brand and the resonance of the Group’s strategy.

FY 2025 Financial Highlights

- **Net revenues:** €734 million, up 15%¹ vs FY 2024
- **Direct-to-Consumer (DTC) net revenues:** Up 21% year-on-year (YoY); DTC now representing 81% of total revenues (vs. 77% in FY 2024), driven by 17 new store openings in 2025
- **Geographies:** All regions delivered strong performance, with EMEA up 18%, APAC up 17% and the Americas growing 9%
- **Adjusted EBITDA:** €248.3 million, with a margin of 34%
- **Solid liquidity and leverage:** Cash position of €94.4 million and net leverage of 2.6x as of 31st December 2025

Business Highlights

- In December, Golden Goose welcomed **HSG as majority investor, alongside Temasek as minority shareholder**², to accelerate Golden Goose’s global ambitions as a leading next-generation luxury brand while preserving and further investing in Golden Goose’s Made in Italy roots
 - **Permira** will remain committed as strategic minority shareholder, continuing its successful partnership with Golden Goose
 - **Marco Bizzarri**, currently a Non-Executive Director on the Golden Goose board, will become Non-Executive Chairman
- **DTC engine of growth:** Revenues grew +21% YoY, driven by continued double-digit growth across regions, with contribution from new store openings and strong digital traffic and conversion. DTC accounted for 81% of total net revenues (vs. 77% in FY 2024), further deepening customer engagement and enhancing margin resilience
- **Store network expansion:** The Group’s global Directly Operated Stores (“DOS”) network reached 232 at the end of FY 2025, with 17 net new openings in 2025. New locations include Tokyo Ginza, Mumbai, Manila, London Mount Street, Naples, and Ibiza
- **Iconic launches:**
 - Opened the Golden Goose Arena in Milan, designed by Novembre Studio. The Arena is a place that redefines the sport experience through community and wellbeing, in the heart of Milan’s CityLife district. The space features nine padel courts and immersive

¹ All percentage changes are calculated at constant exchange rate (constant currency)

² Subject to customary closing conditions

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facilities

- Spotlitged the timeless Super-Star sneaker in a campaign featuring the iconic actress Jane Fonda, the new True-Star with Wimbledon finalist Jasmine Paolini
- Welcomed new sports ambassadors including tennis players Jasmine Paolini, Zizou Bergs, as well as padel players Marta Ortega, and Juan Lebrón
- Launched two new sneaker models, True-Star and Marathon Speed.
- Launched with **Google Pixel** a new collaboration that unites technology and fashion, bringing Gemini's artificial intelligence directly into select Golden Goose stores around the world
- **Sustainability recognitions:**
 - Awarded top score 'A' in both CDP Climate Change and CDP Supplier Engagement Assessment (SEA), recognizing Golden Goose's leadership in driving environmental transparency and proactive engagement across its supply chain.
 - Named ESG Leader by Sustainalytics, reinforcing the Group's ambition to create long-term value through responsible growth

Silvio Campara, Chief Executive Officer of Golden Goose Group, commented:

"I'm proud to be presenting our FY25 results looking back at yet another year of strong, consistent growth and momentum for Golden Goose.

We were delighted to announce HSG and Temasek are joining the Group as new strategic investors to help advance our international ambitions and live up to our full potential as a next generation luxury brand.

We also delivered continued financial momentum with double-digit revenue expansion and a strong EBITDA margin of 34% as we further accelerated our Direct-to-Consumer strategy and strengthened our community-driven model across regions.

The launch of new sneaker models such as True-Star and Marathon Speed, new openings across destinations such as Mumbai, Tokyo, London Mount Street and Naples, and the opening of the Padel Arena in Milan demonstrate our commitment to blending craftsmanship, culture and community.

As we look ahead to 2026 and beyond, I am more excited than ever about Golden Goose's potential and bringing even more of Italy to our community of Dreamers around the world."

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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.

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 more than 2.5 million Dreamers. Golden Goose is present in the Americas, Europe, the Middle East and APAC, with 232 stores and a strong online and wholesale distribution.

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