

GOLDEN GOOSE GROUP REPORTS +10% REVENUE GROWTH IN Q1 2026, DRIVEN BY DTC MOMENTUM ACROSS ALL REGIONS

Milan, 27 May 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 its financial results for the first quarter ended 31 March 2026 ("Q1 2026"). In Q1 2026, Golden Goose delivered solid growth across all regions, powered by continued momentum in its Direct-to-Consumer ("DTC") channel and the strength of its community-driven model.

Q1 2026 Financial Highlights

- **Net revenues:** €173.2 million¹, up 10% vs Q1 2025
- **Direct-to-Consumer (DTC) net revenues:** Up 19% year-on-year; DTC represented 81% of total revenues (vs. 76% in Q1 2025), driven by double-digit like-for-like performance and space effect in retail, and strong digital performance
- **Selective wholesale management:** 16% decline in total turnover due to time-shift of deliveries in EMEA, more complex market dynamics in the US wholesale channel and strategic downsize of South Korean e-retailers
- **Geographies:** Strong growth across all regions, with the Americas up 14%, EMEA up 6% and APAC up 17% year-on-year
- **Adjusted EBITDA:** €55.3 million, with a margin of 31.9%
- **Net leverage ratio:** 2.7x as of 31 March 2026
- **Cash position:** €75.8 million

Business Highlights

- **DTC remains the engine of growth:** Direct-to-Consumer revenues grew 19%, with retail the key contributor thanks to double-digit like-for-like performance and space effect, despite broader sector headwinds. The digital channel also performed strongly in the quarter, in line with retail
- **Regional momentum:**
 - **Americas:** +14% growth, supported by +20% DTC growth, mainly driven by like-for-like performance
 - **EMEA:** +6% growth, with strong DTC performance despite Middle East sales being impacted by the conflict in Iran in March
 - **APAC:** top-performing region in Q1 2026, growing +17%, supported by +20% DTC growth, double-digit like-for-like performance and space effect
- **Store network and experiential retail:** The Group's global Directly Operated Stores ("DOS") network stood at 232 stores at the end of Q1 2026. During the quarter, Golden Goose continued to expand and elevate its retail experience through new openings, immersive activations and community-led concepts, including:
 - The opening of **the first Younique Caffé in Europe**, in Milan's Brera district, with a listening bar section. A place where Co-

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

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Creation meets the Italian F&B culture and which brings music and community together from breakfast to aperitivo;

- The launch of the **“Frutteria Golden” takeover at Selfridges’ Corner Shop in London**. The fruit-themed immersive pop-up inaugurated with an evening event centered on creativity, workshops and community;
- The opening of a new flagship store in **Athens**, featuring the new “Frutteria Golden” concept;
- The re-opening of **Beijing Taikoo Li South store**, the biggest flagship store in APAC, and inspired by HAUS Marghera;
- **New product:** Launched globally a new sneaker style, the **Marathon Speed**, following an exclusive launch in China and South Korea in 2025
- **Employer recognition:** Golden Goose obtained the Top Employer 2026 Certification for the fifth consecutive year in Italy, the fourth in the United States, the third in China and the second in South Korea
- **Sustainability recognition:** Golden Goose achieved Cradle to Cradle Certified® certification, further reinforcing the Group's commitment to responsible growth and product innovation
- **Tennis and sports:** Expanded its community of Dreamers in racket sports by appointing tennis players **Gabriel Diallo and Dayana Yastremska as global brand ambassadors** for 2026.

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

“It’s been a strong start to 2026 for Golden Goose, with clear momentum across the business. In the first quarter, we delivered 10% revenue growth, we achieved strong performance across every region through our Direct-to-Consumer channel, now representing 81% of total revenues and the engine of our success. Our constant revenue growth clearly reflects the strength of our brand and of our community-driven approach, resonating with the next gen luxury consumer.

We continue to invest in the future of the brand: expanding our retail network, broadening the experiences we offer to our Dreamers, advancing our commitment to our people and responsible innovation.

Looking ahead, we remain focused on what makes Golden Goose truly “younique” – focusing on Co-Creation, shared moments and personal authenticity, while strengthening our DTC model and bringing the Golden Goose experience to the world through creativity and passion.”

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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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