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## **PRESS RELEASE**

### **Golden Goose Group postpones its listing**

**Milan, June 18, 2024** – Golden Goose Group S.p.A. (“Golden Goose” or the “Company” and, together with its subsidiaries, the “Group”), a leading brand at the intersection of the luxury, lifestyle and sportswear sectors, specializing in the design, sourcing, and distribution of sneakers, RTW and accessories, announces the postponement of its Initial Public Offering as a result of European market volatility.

As part of the IPO process, the Company has engaged widely with investors. The reception of the story has been very positive, with strong support across the investment community, including from Invesco who acted as cornerstone with €100m of demand. The book of demand was covered across the price range from the first hour of bookbuilding and is well oversubscribed across the range.

However, the significant deterioration in market conditions following European Parliament elections this month and the calling of a general election in France have impacted European markets performance and, in particular, the luxury sector. In this context, Golden Goose’s business is continuing to perform well.

Management and shareholders have always been determined to ensure a successful IPO for all stakeholders, with strong and sustainable aftermarket performance, and believe the current market backdrop is not the right environment to take the Company public. An IPO for Golden Goose will be reassessed in due course.

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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,

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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 flavour. 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 195 stores and a strong online and wholesale distribution.