

1Q 2024 REVENUE UPDATE

ANALYST PRESENTATION

MAY 09, 2024

FERRAGAMO




DISCLAIMER

This presentation contains forward-looking statements regarding future events and results of the Company that are based on the current expectations, projections and assumptions of the management of the Company.

The actual results may differ materially from those expressed in any forward-looking statement and the Company does not assume any liability with respect thereto.

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The Manager in Charge of preparing the Company financial reports hereby certifies pursuant to paragraph 2 of art. 154-bis of Legislative Decree no. 58 of February 24, 1998, that the accounting disclosures of this document are consistent with the accounting documents, ledgers and entries.



1Q 2024 BUSINESS UPDATE

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1Q 2024 BUSINESS UPDATE

- Over recent quarters, we have continued to implement our strategy of a refreshed Ferragamo, a new product offer, a communication model focused on creating awareness for the renewed brand, a redesigned and more efficient customer experience through CRM optimization and a new store concept.
- We are pleased by the increased brand desirability and the roll-out of the new product offer, which have gained solid recognition from media and industry.
- We will now prioritize top-line performance focusing on customer engagement on the new Ferragamo product offering, with communication activities supporting of our refreshed DTC channels.
- In Q1 2024 reported revenues decreased by 18% (-17% at const. FX), penalized by continued volatility in the Chinese market and by the persisting weakness of wholesale and travel retail, combined with an unfavorable comparison.

1Q 2024 BUSINESS UPDATE

- DTC*, at const. FX, was down 7% vs. Q1 2023. After a negative start in January, February and March improved, showing an overall performance in line with last year and despite the weak performance in Greater China and Korea we are encouraged by the exit rates in Europe, U.S. and Japan.
- WHL, at const. FX, was down 39% vs. Q1 2023, reflecting the weak environment, the hard comparison base, mainly in Europe (Q1 2023 +39% at const. FX vs. Q1 2022) due to higher deliveries in Q1 last year.
- As the sector continues to normalize, we continue to invest in our established strategic priorities, whilst protecting profitability through ongoing attention to the quality of our sales and operating capability.

*In our distribution model, the Direct To Consumer (DTC) channel consists of single branded stores managed directly by us (DOS), as well as a directly managed online boutique and other e-commerce platforms through which we sell directly to our customers.

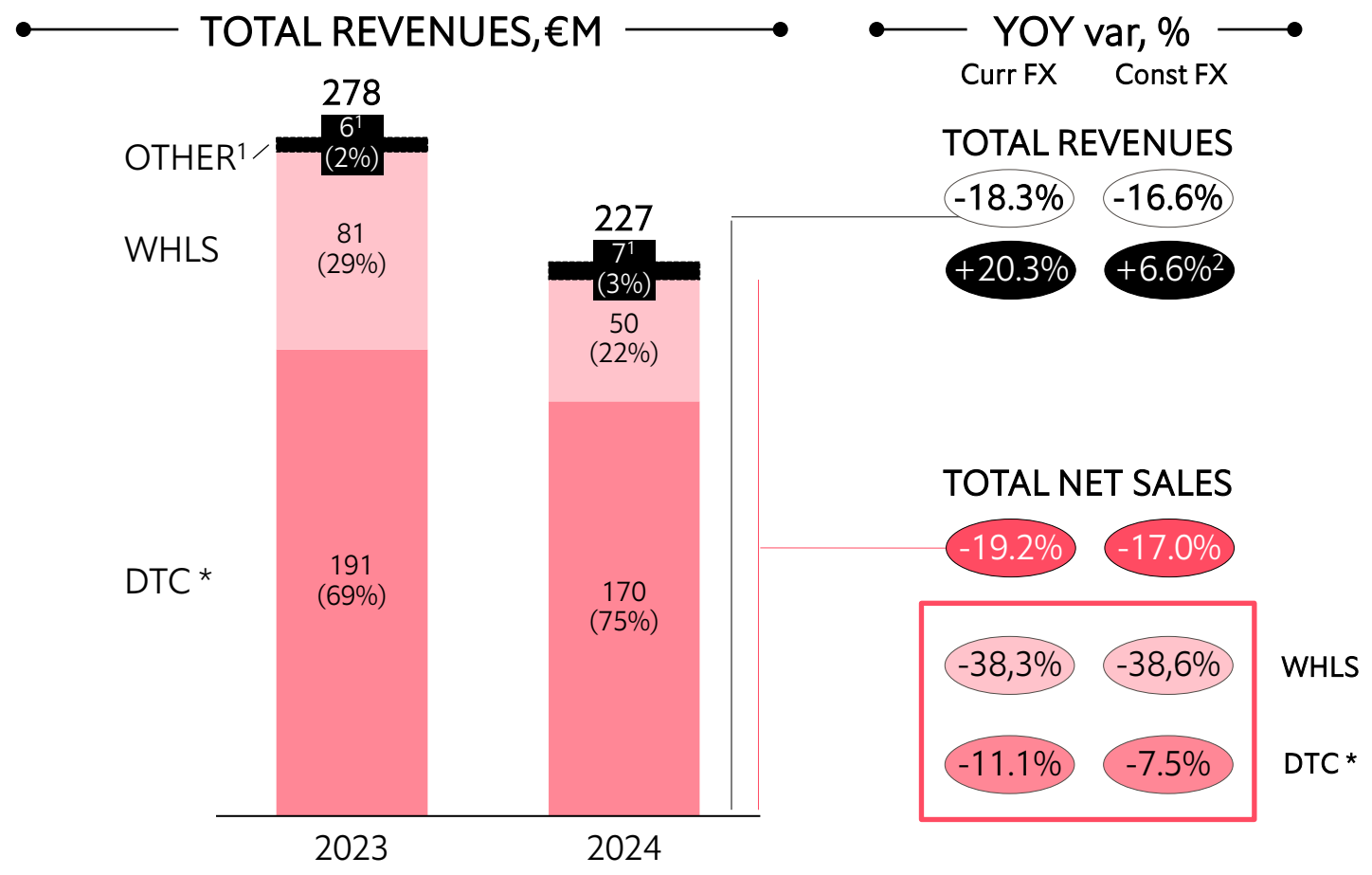
1Q 2024 REVENUE*



* "NON-AUDITED"

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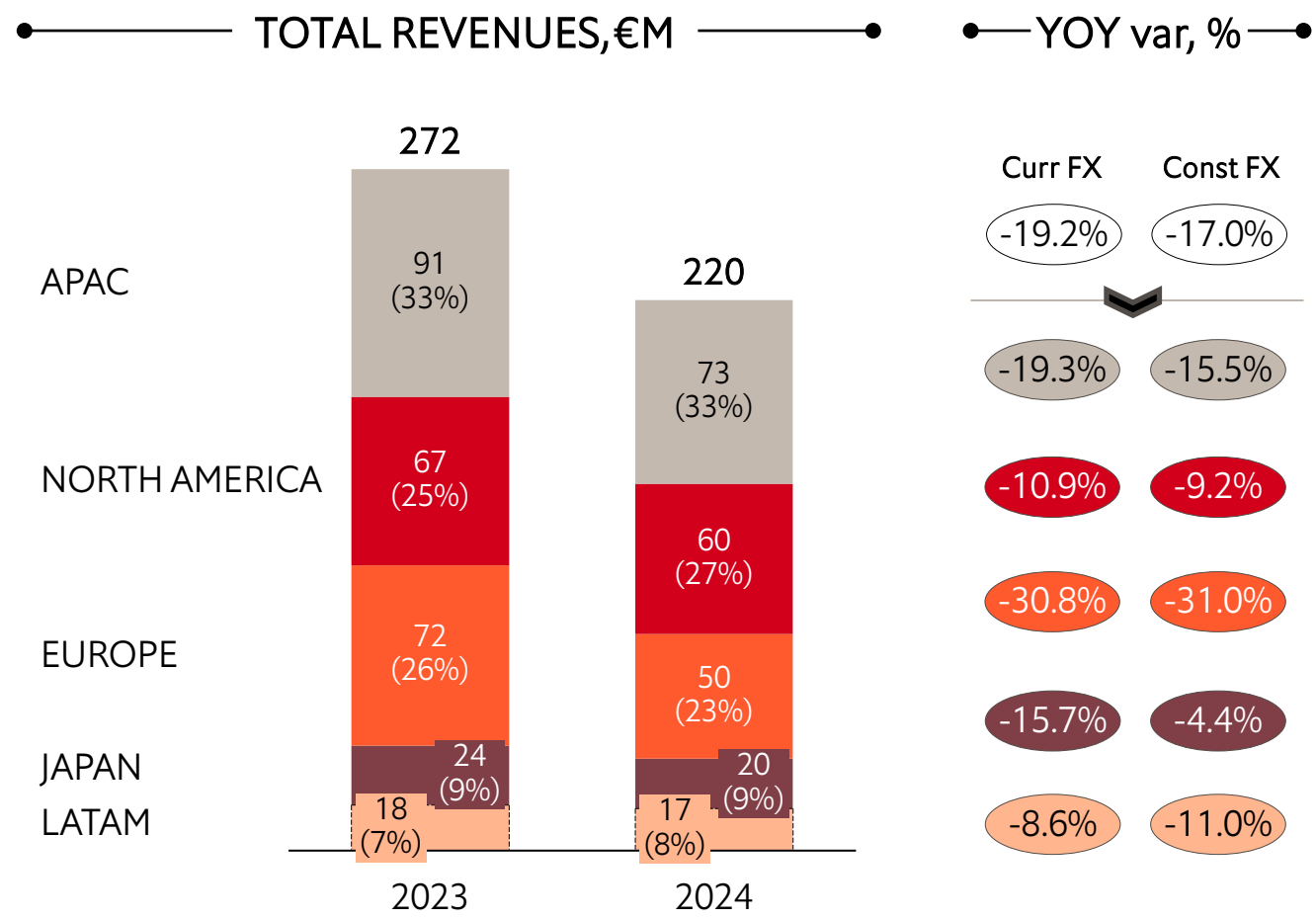
1Q 2024 REVENUE BY DISTRIBUTION CHANNEL



1. Other income includes: Hedging, licenses & other revenues, rental income
 2. YoY var at Constant FX calculated only on licenses & other revenues, rental income components
 *. Direct To Consumer (DTC) channel consists of DOS and directly managed online boutique/e-commerce platforms



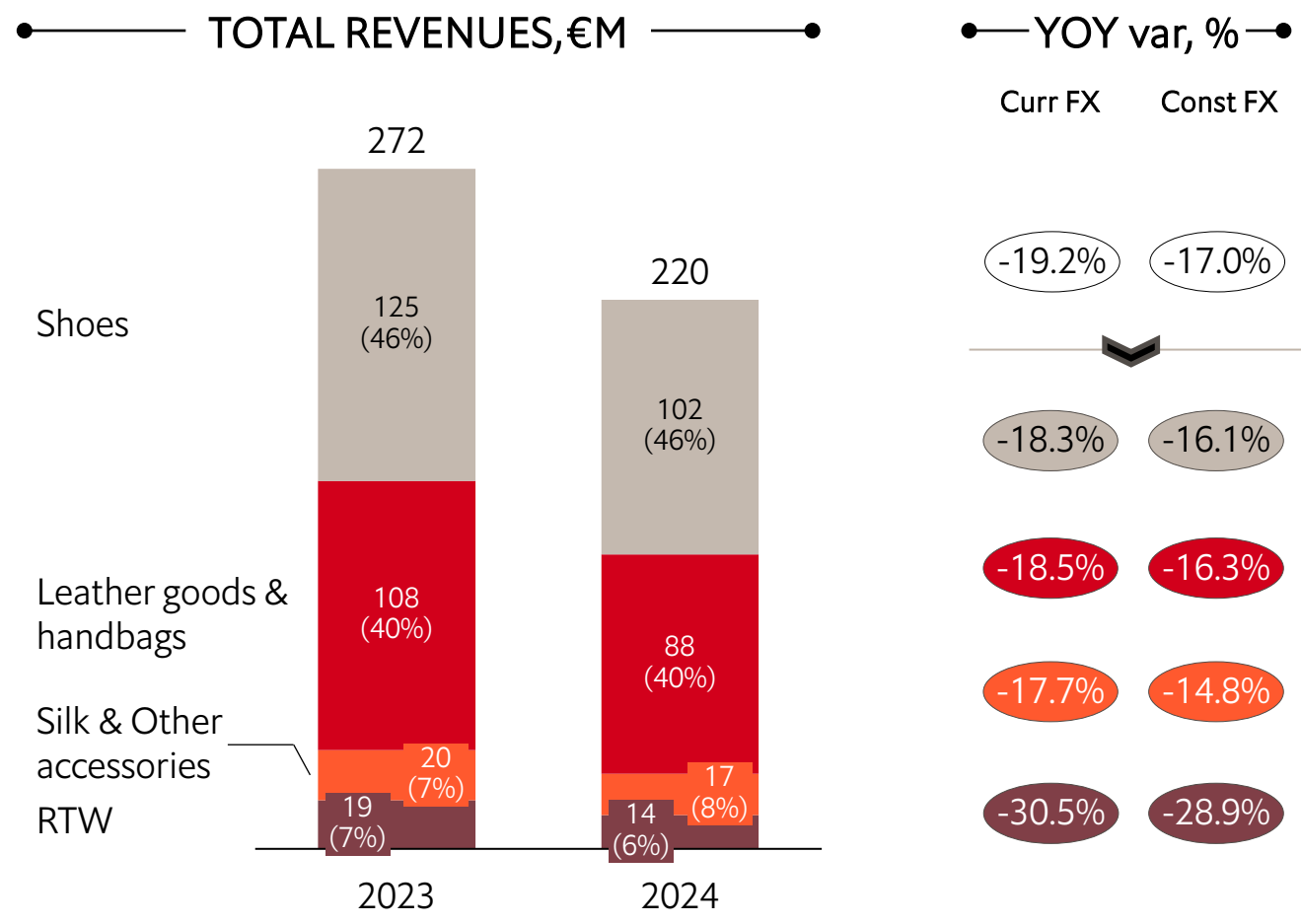
1Q 2024 NET SALES BY REGION



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1Q 2024 NET SALES BY PRODUCT



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1Q 2024 Q&A

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ANNEX

1Q 2024 REVENUE BY DISTRIBUTION CHANNEL

(Euro MM)	March YTD				Weight on Tot 2024	Weight on Tot 2023
	2024	2023	Δ %	Δ % Const FX		
DTC*	169.8	191.0	-11.1%	-7.5%	74.8%	68.7%
Wholesale	49.9	80.9	-38.3%	-38.6%	22.0%	29.1%
Net Sales	219.7	271.9	-19.2%	-17.0%	96.8%	97.8%
Hedging	2.4	1.5	61.7%	na	1.1%	0.5%
Licences & Other Rev.	4.0	3.8	3.0%	3.0%	1.7%	1.4%
Rental income	0.9	0.7	26.2%	27.7%	0.4%	0.2%
Total Revenues	227.0	278.0	-18.3%	-16.6%	100.0%	100.0%

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