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BRUNELLO CUCINELLI

9M 25 Revenues

October 16 2025


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BRUNELLO CUCINELLI
Books showed me the way of life
Emperor Hadrian

"It is with great confidence and delight that we wish to share the positive spirit we experienced during the shows in London, Milan and Paris — a sentiment shared by the entire global luxury market and that firmly guides us towards a longed-for and healthy balance.

In our boutiques, we have received words of sincere and profound appreciation: for the warmth of our hospitality, the style, the visual presentation, the lifestyle — an appreciation as lively as the strong support for our idea of humanistic sustainability. From all this, we perceive an overall picture of remarkable vitality surrounding our brand, a vitality that is reflected in the excellent sales results of the past nine months as well as in the first fifteen days of October, where we have continued to see outstanding numbers."

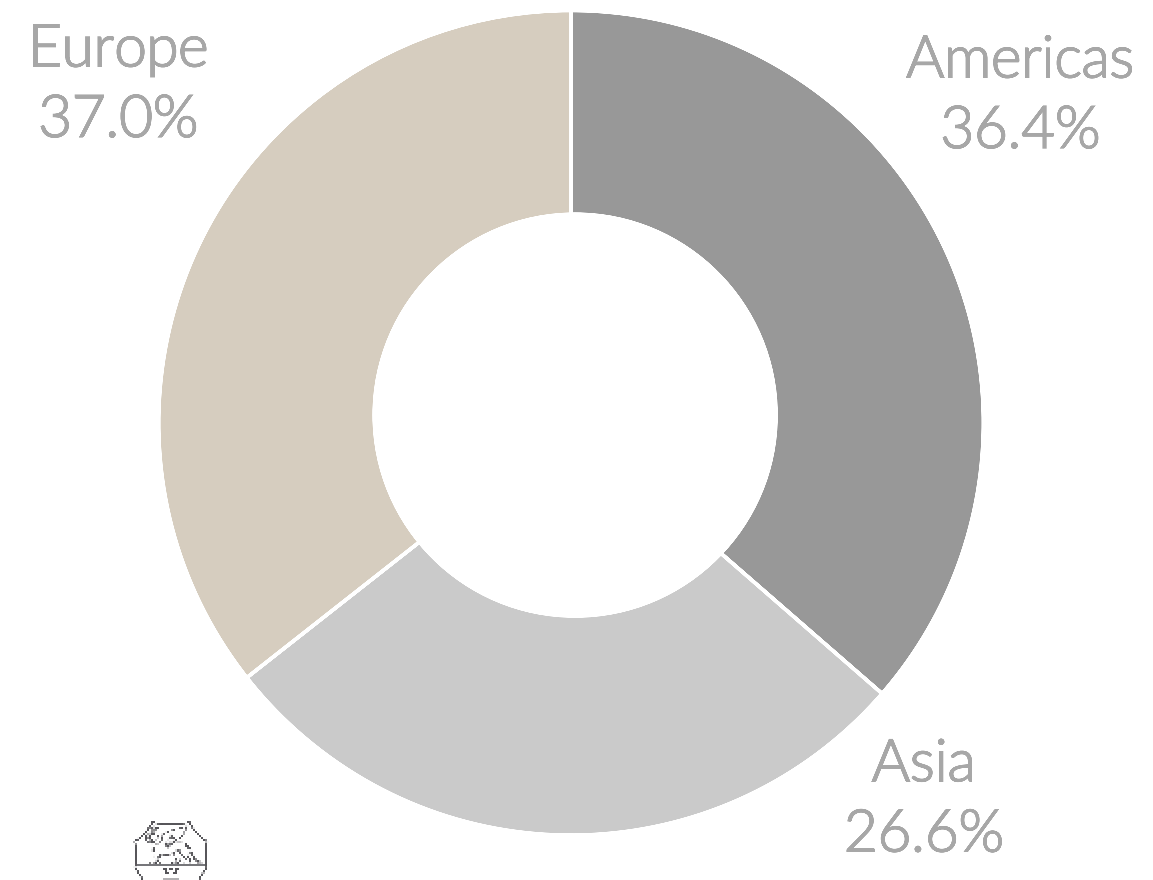
Brunello Cucinelli

Revenues by Region

€ mln

	9M 24	9M 25	YoY % Chg
Revenues	920.2	1,019.2	+10.8%
		Constant exchange rates	+11.3%
Europe	340.3	370.1	+8.8%
Americas	334.7	365.8	+9.3%
Asia	245.2	283.3	+15.6%

9M 24



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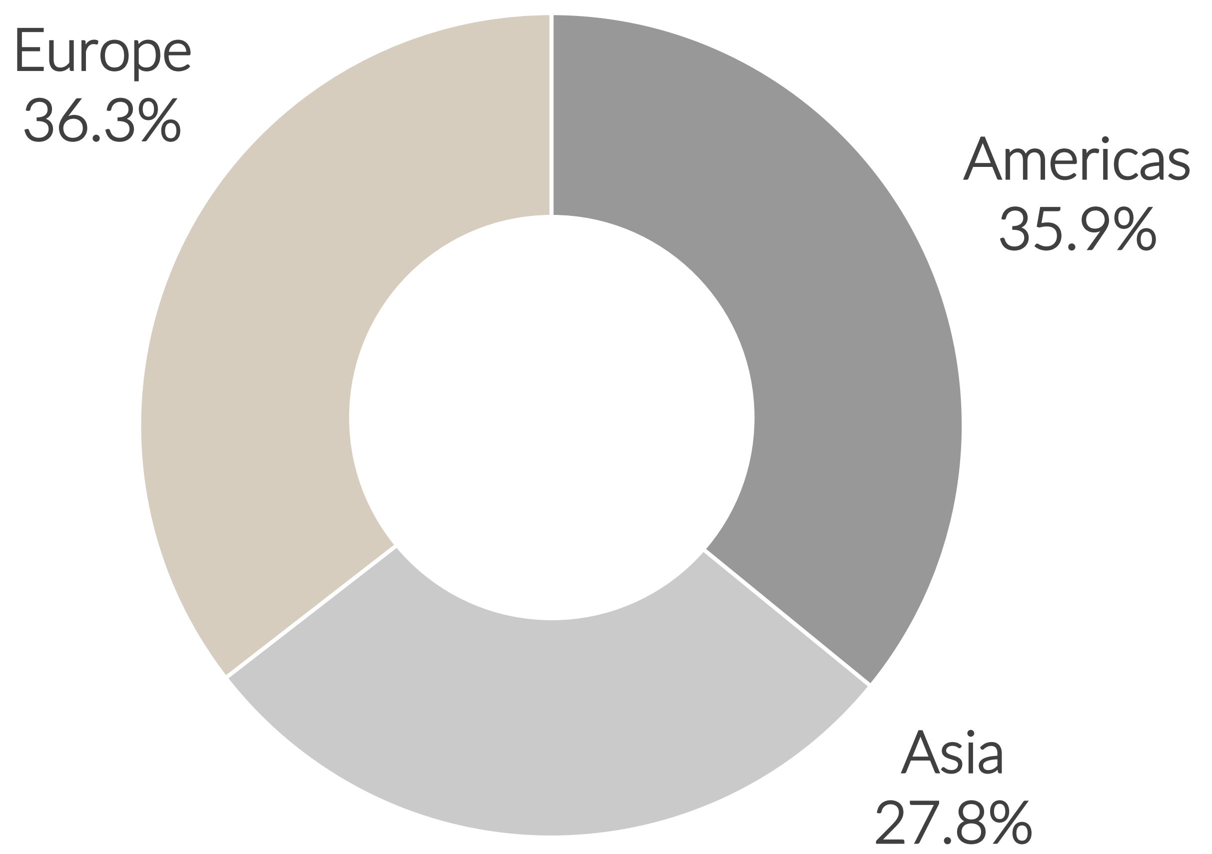


Region Highlights

EUROPE

In Italy, the delivery dynamics of the Spring-Summer 2025 and Fall-Winter 2025 collections particularly benefited the second quarter results.

Solid domestic base of our business across European countries, combined with high-end tourism – including American clients - supported a +10.8% increase in the third quarter, improving further versus the previous quarter.

AMERICAS

3Q25 showed further improvement, with strong results in directly operated stores and Luxury Department Stores, where apparel remained a top-performing category.

In-season sales outpaced last year in both retail and multibrand, while U.S. price adjustment for Fall-Winter 2025 collection offset new tariffs without affecting demand.

ASIA

China continued to deliver double-digit growth, representing about 13% of sales, supported by the new Shanghai Pudong boutique and steady growth in existing stores.

Despite multiple opportunities for prestigious locations, the company chose not to accelerate distribution.

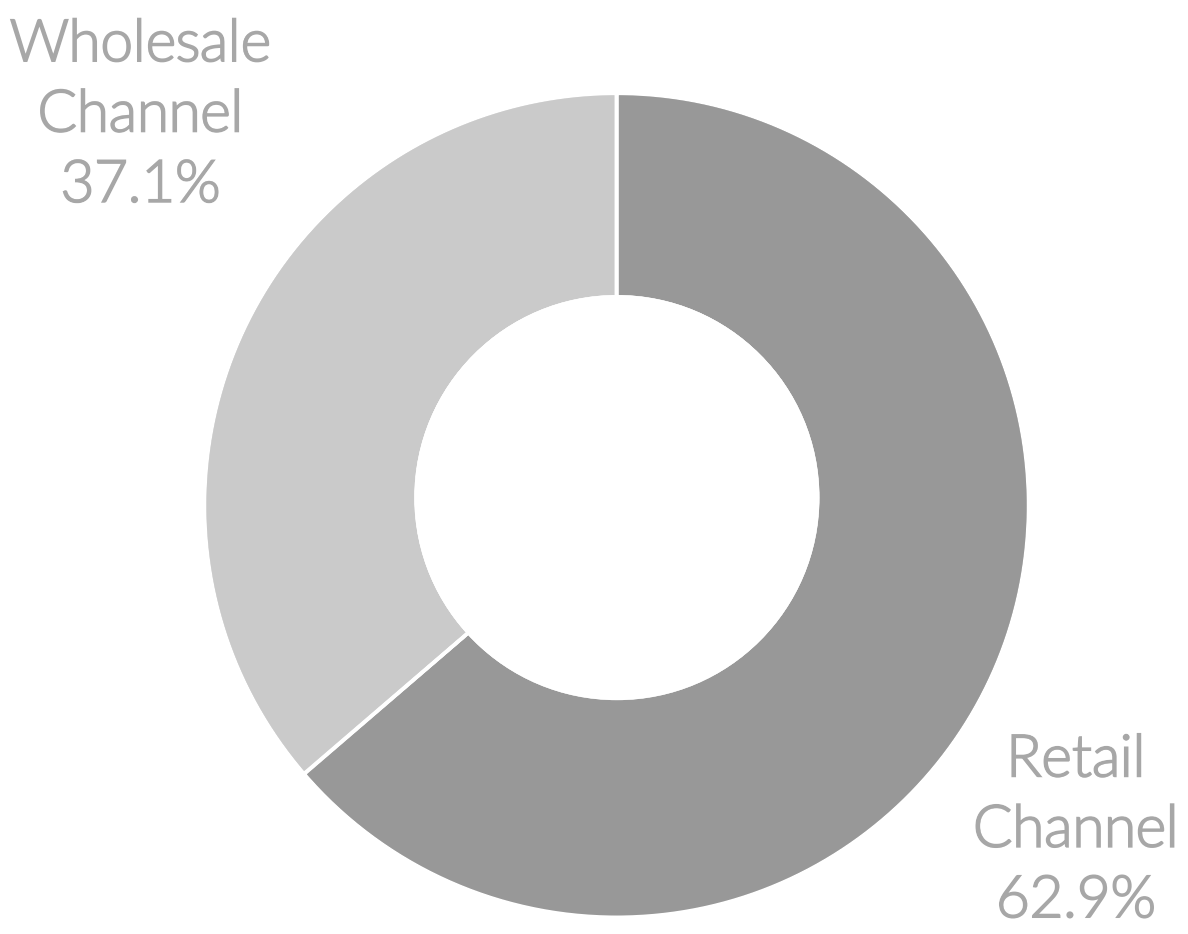
Middle East also contributed positively with the new Abu Dhabi boutique in 3Q, while South Korea remained solid and Japan continued to support regional growth.

Revenues by Channel

€ mln

	9M 24	9M 25	YoY % Chg
Revenues	920.2	1,019.2	+10.8%
		Constant exchange rates	+11.3%
Retail Channel	578.7	645.8	+11.6%
Wholesale Channel	341.5	373.4	+9.3%

9M 24



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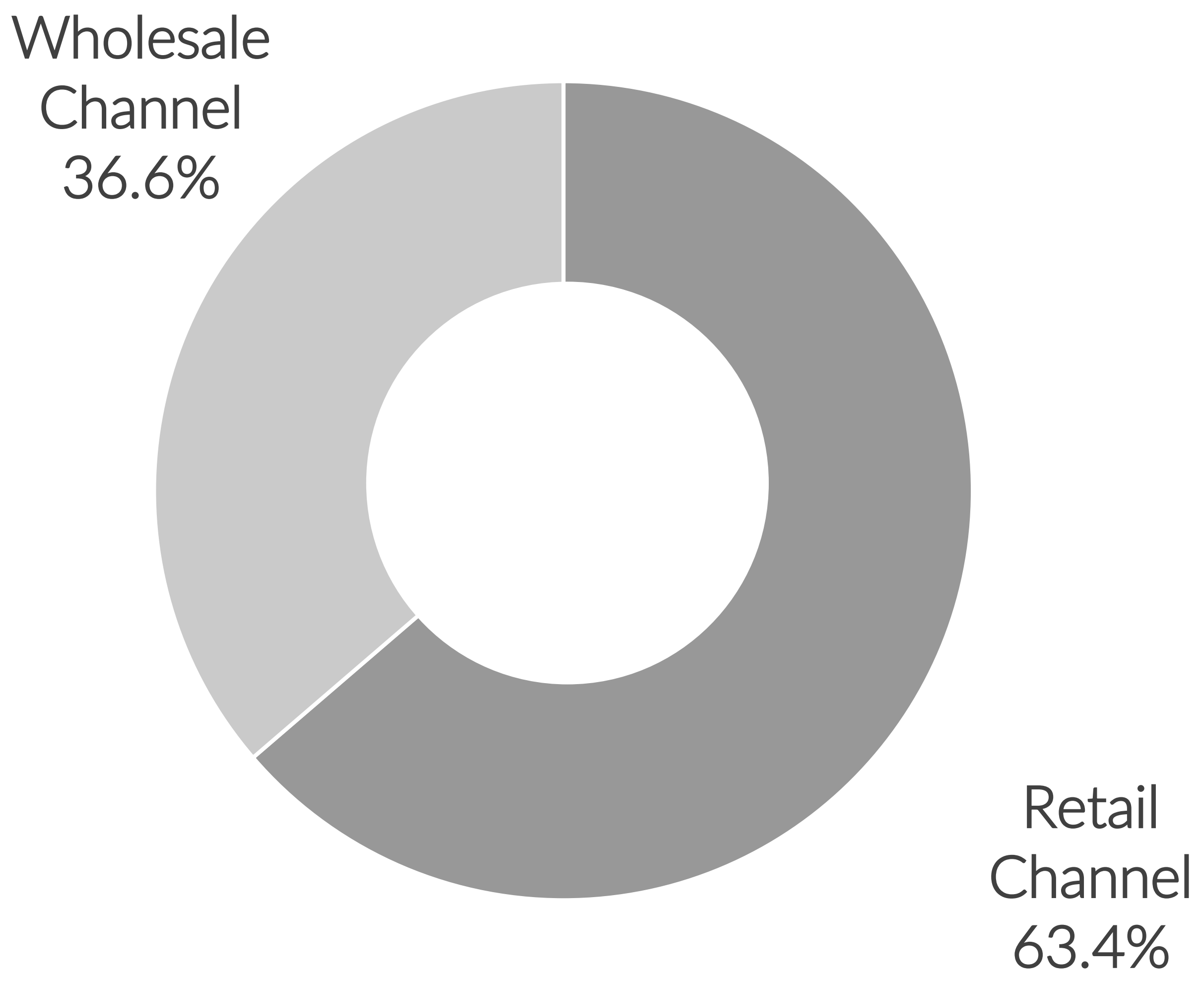

Channel Highlights

RETAIL CHANNEL

Revenues grew across all regions in the first nine months and in 3Q, which reached €210.0 million, up +14.4% at current exchange rates.

Growth was driven by strong like-for-like performance and supported by the new important openings in Abu Dhabi The Gallery and IFC Shanghai Pudong, as well as the progressive contribution of stores opened late last year.

The Spring-Summer 2025 collection sell-out was very positive, in line with past seasons, further supporting healthy inventory management.

WHOLESALE CHANNEL

The multibrand channel remained particularly strong, confirming its strategic role.

The Spring-Summer 2025 season delivered very solid sell-through results for wholesale partners, while initial sales of the Fall-Winter 2025 collection in stores are also performing well.

The order intake for the Spring-Summer 2026 men's and women's collections closed with highly positive results, confirming the enthusiastic reception from multibrand clients, managers, and specialized press.

Outlook

The ***Fall-Winter 2025*** *collection had an* ***excellent*** *start in stores, with* ***October*** *confirming the strong sales trend of the first nine months of the year across all geographies.*

These results provide even clearer visibility and reinforce our confidence in achieving the targets set for ***2025****, with expected revenue growth of around* ***+10%****, supported by* ***healthy*** *and* ***balanced profits****.*

The final months of the year will be enriched by major events in Japan and Korea and will conclude with two particularly significant appointments:

- *The prestigious* ***Outstanding Achievement Award*** *that the British Fashion Council will present to Brunello Cucinelli on December 1st in London;*
- *The world première of the film "****Brunello, the gentle visionary****", a documentary dedicated to his life and works, directed by Oscar-winning director Giuseppe Tornatore, with music by Oscar-winning composer Nicola Piovani*

With the execution of the activities just described and the completion of the plan that includes two openings and two expansions in the final quarter, we expect harmonious and well-distributed growth across different geographical areas and various channels

Finally, we would like to point out that ***2025*** *represents a very* ***important year for investments****, with the 2024-2026 three-year plan for Made in Italy artisanal production being completed one year ahead of schedule, along with the doubling of the Solomeo factory, which will allow us to operate with peace of mind until around 2035*

Looking ahead to next year, the ***excellent order intake for the Spring-Summer 2026*** *collections and the quality of the feedback on the collections reinforce our confidence in achieving revenue growth of around* ***+10% for 2026*** *as well, with* ***healthy and balanced profits****.*

Board of Directors

Brunello Cucinelli	Excutive Chairman and Creative Director
Riccardo Stefanelli	C.E.O.
Luca Lisandroni	C.E.O.
Camilla Cucinelli	Vice Chairman
Carolina Cucinelli	Vice Chairman
Alessio Piastrelli	Director
Giovanna Manfredi	Director
Andrea Pontremoli	Director
Ramin Arani	Director
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Stefano Domenicali	Independent Director
Maria Cecilia La Manna	Independent Director
Chiara Dorigotti	Independent Director
Katia Riva	Independent Director

Investor Relations & Corporate Planning Director

Pietro Arnaboldi

mail: pietro.arnaboldi@brunellocucinelli.it

+39 075 6970079

Viale Parco dell'Industria, 5 - Solomeo (PG) - Italia

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This presentation may contain forward looking statements which reflect Management's current views and estimates.

The forward looking statements involve certain risks and uncertainties that could cause actual results to differ materially from those contained in the forward looking statements.

Potential risks and uncertainties include such factors as general economic conditions, foreign exchange fluctuations, competitive product and pricing pressures and regulatory developments.

Figures as absolute values and in percentages are calculated using precise financial data. Some of the differences found in this presentation are due to rounding of the values expressed in millions of Euro.

The Manager in Charge of preparing the Corporate accounting documents, Dario Pipitone, declares pursuant to and to the effects of article 154-bis, paragraph 2 of Legislative Decree no. 58 of 1998 that the disclosures included in this release correspond to the balances on the books of account and the accounting records and entries.