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Societa' : SALVATORE FERRAGAMO

Utenza - referente : FERRAGAMON04 - Andrea Madrigali

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Vedi allegato



## **Ferragamo Finanziaria appoints Fabrizio Freda as Special Strategic Advisor**

Florence, April 20, 2026 – Ferragamo Finanziaria S.p.A., the holding company of the Ferragamo family and the controlling shareholder of Salvatore Ferragamo S.p.A., announces the appointment of Fabrizio Freda as Special Strategic Advisor.

In his role, Fabrizio Freda will work alongside the shareholders of Ferragamo Finanziaria, making available to the holding company the expertise and experience he has gained in international contexts, contributing to analyses, strategic decisions, and the strengthening of the structure and operations of the Ferragamo Group and the family's other businesses. In this context, Fabrizio Freda may also support the Group's companies in advisory roles, collaborating in the selection of the future CEO, or serve as a member of the Board of Directors of Salvatore Ferragamo. The focus of the collaboration is on creating value in the medium to long term and strengthening the path undertaken in alignment with the Group's core values.

Fabrizio Freda brings extensive global managerial experience. He served as President and Chief Executive Officer of The Estée Lauder Companies from 2009 to December 2024; prior to that, he held roles of increasing responsibility for approximately twenty years at Procter & Gamble. Today, among other positions, he is a member of the Board of Directors of BlackRock, the world's largest asset management company. At this stage of his professional journey, Dr. Freda is focusing on strategic advisory activities, with particular attention to growth and development, image and branding, innovation, and the use of new technologies.

Diego di San Giuliano, Chairman of Ferragamo Finanziaria, stated: "We are pleased to begin this collaboration with Fabrizio Freda, a manager of recognized international standing, whose experience will represent an important contribution to our medium- to long-term strategic reflections and to strengthening the entrepreneurial role of our family. His appointment is part of a broader effort to strengthen the holding company, with the aim of best supporting the development and value creation of all our activities, further consolidating the path already undertaken by the management team of Salvatore Ferragamo over the past year."

Fabrizio Freda added: "I thank the Ferragamo family for their trust and believe that this collaboration will generate important opportunities for value creation. I am ready to make my skills and experience available to support Ferragamo Finanziaria and the Family in their strategic decisions, strengthening the path already undertaken with a spirit of collaboration and an international outlook, always with the priority of enhancing the Group's businesses."

Fine Comunicato n.1220-22-2026

Numero di Pagine: 3