

# Q1 2026 REVENUE UPDATE

## ANALYST PRESENTATION

MAY 14, 2026

# FERRAGAMO



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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.*

Q1 2026

BUSINESS  
UPDATE



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# 2026 | Driving the Strategic Redirection Across Three Pillars

VALUE BUILDING



INVESTING IN BRAND IDENTITY  
AND PRODUCT INNOVATION

ELEVATING ROUTE TO  
MARKET



FOCUS ON HIGH-POTENTIAL  
MARKETS AND CHANNELS

OPERATIONAL EFFICIENCY



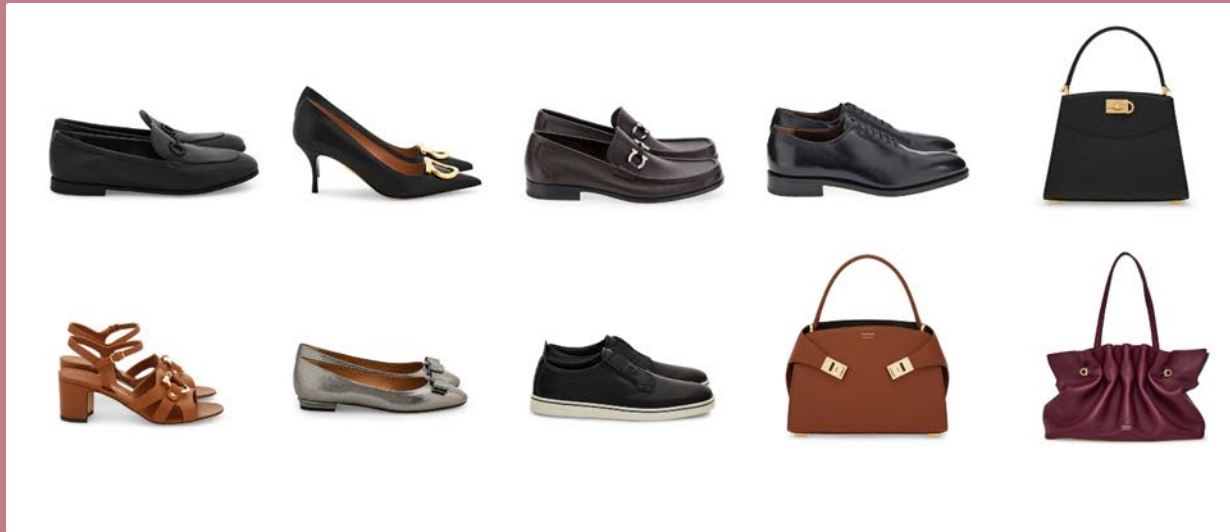
COSTS GOVERNANCE AND  
CAPITAL DISCIPLINE

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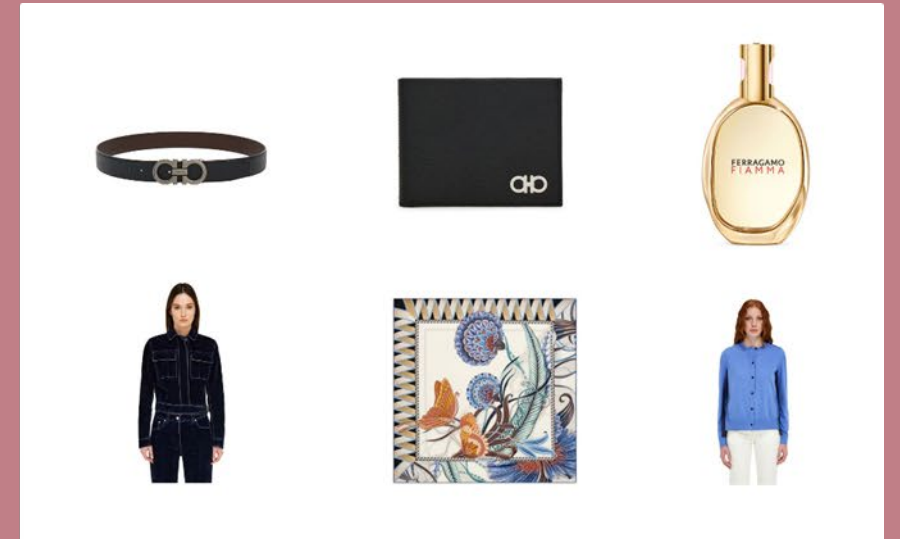
# 2026 | Reshaping Brand Perception

FROM COLLECTION DESIGN TO OMNICHANNEL COMMUNICATION

## SHOES & LEATHER GOODS KEY PILLARS



## OTHER CATEGORIES DRIVERS BEYOND THE CORE



REDEFINE SILHOUETTES - CLASSIC CONTEMPORARY WITH A DEFINED MODERNITY  
BUILDING ON CORE PILLARS - INNOVATIVE NEW DEVELOPMENTS  
LEVERAGING DIVERSE PRICE POINTS & FUNCTIONAL VERSATILITY

# Q1 | FW26 FASHION SHOW - KPI Feedback

COMPARED TO SS26, FW26 MARKS A STEP CHANGE IN SOCIAL PERFORMANCE ACROSS ALL KPIS, WITH EXPONENTIAL GROWTH IN ENGAGEMENT



- INTERACTIONS: A NEARLY 10X INCREASE VS SS26, INDICATING A SIGNIFICANT UPLIFT IN AUDIENCE ENGAGEMENT.
- EMV (EARNED MEDIA VALUE): ALMOST 5 TIMES HIGHER EMV COMPARED TO SS26, CONFIRMING STRONGER EARNED MEDIA IMPACT.
- CONTENT VOLUME: A SUBSTANTIAL SCALE-UP IN CONTENT PRODUCTION, WITH OVER 8X MORE POSTS THAN SS26.

# Q1 | LEGENDS, REIMAGINED – Tramezza Campaign Launch



RECLAIMING A STRONG POSITION IN THE MILAN MEN'S FASHION WEEK CALENDAR,  
RETURNING WITH TRAMEZZA AND THE LAUNCH OF "LEGENDS, REIMAGINED".

THE PROJECT CELEBRATES TRAMEZZA'S EXCEPTIONAL CRAFTSMANSHIP  
WITH ALBERTO TOMBA, A GLOBALLY RECOGNIZED WORLD-CLASS LEGEND.

# Q1 | SS26 ADV CAMPAIGN - «La Prima Impressione»

SPRING/SUMMER 2026 CAMPAIGN WITH STRONG PRODUCT FOCUS



“LA PRIMA IMPRESSIONE” UNFOLDS AS A CINEMA-FIRST CAMPAIGN INSPIRED BY AN ITALIAN FAMILY AND ITS TRADITION.

THE PERFECT CONTEXT FOR FERRAGAMO'S CENTURY-OLD HERITAGE TO TAKE CENTER STAGE

# Q1 | PROMOTING OUR SILK HERITAGE – Japan Silk Floating Garden



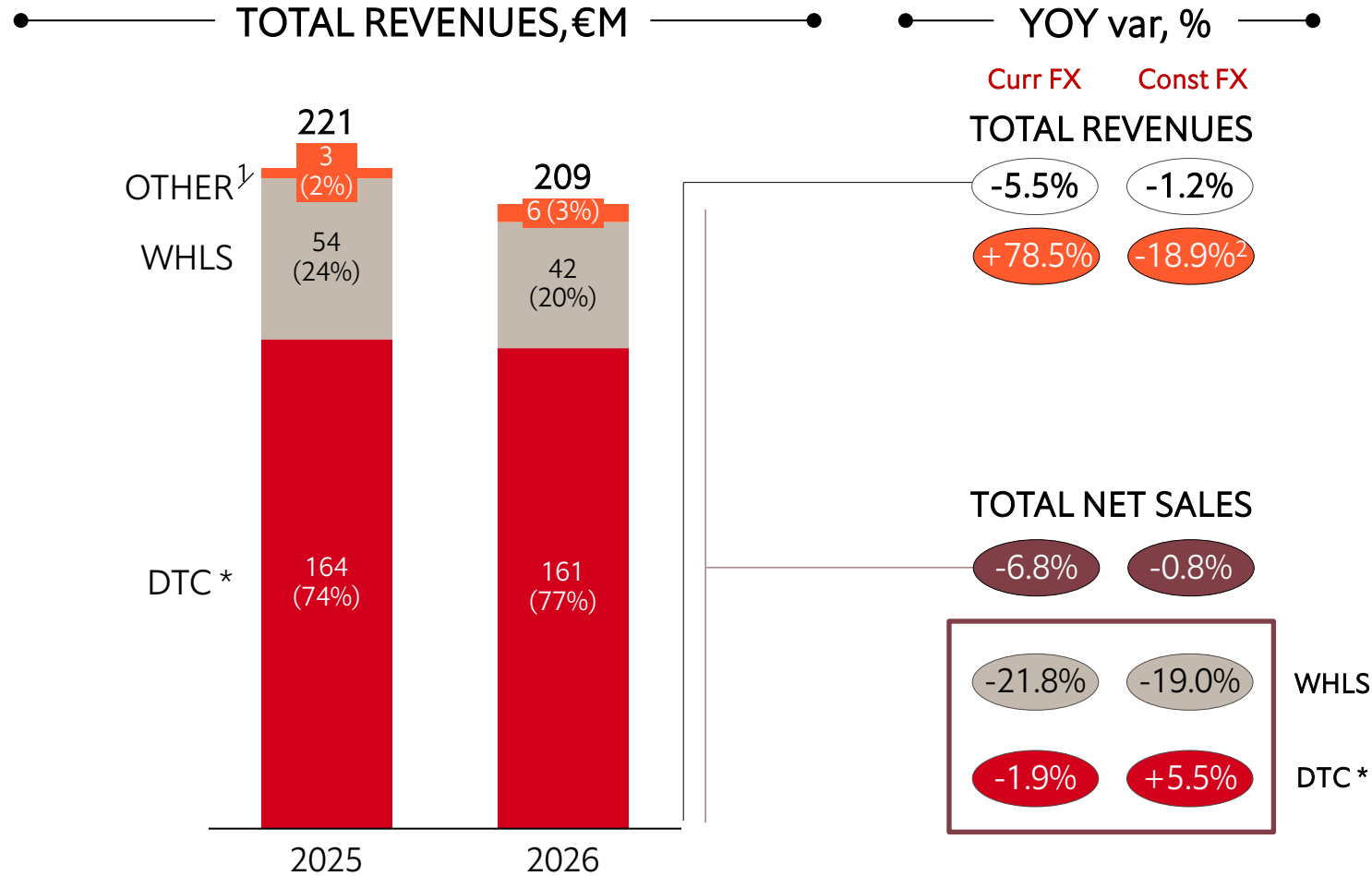
FROM MARCH 25 TO APRIL 7, TOKYO - GINZA MITSUKOSHI POP UP

# Q1 2026 REVENUE \*

\* "NON-AUDITED"

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# Q1 2026 REVENUE BY DISTRIBUTION CHANNEL



Q1 2026 Total Revenues at €209m, down 5.5% at current FX and down 1.2% at const. FX vs. Q1 2025, with DTC\* continuing its growth trajectory at const. FX, while WHL remaining negative.

Q1 2026 DTC\* up 5.5% at const. FX (-1.9% at current FX), driven by double-digit growths in North and Latin America and positive results in Europe and Asia Pacific, with only Japan recording a decline. On-line business still up double-digit, supported by higher traffic and order value on our website ferragamo.com.

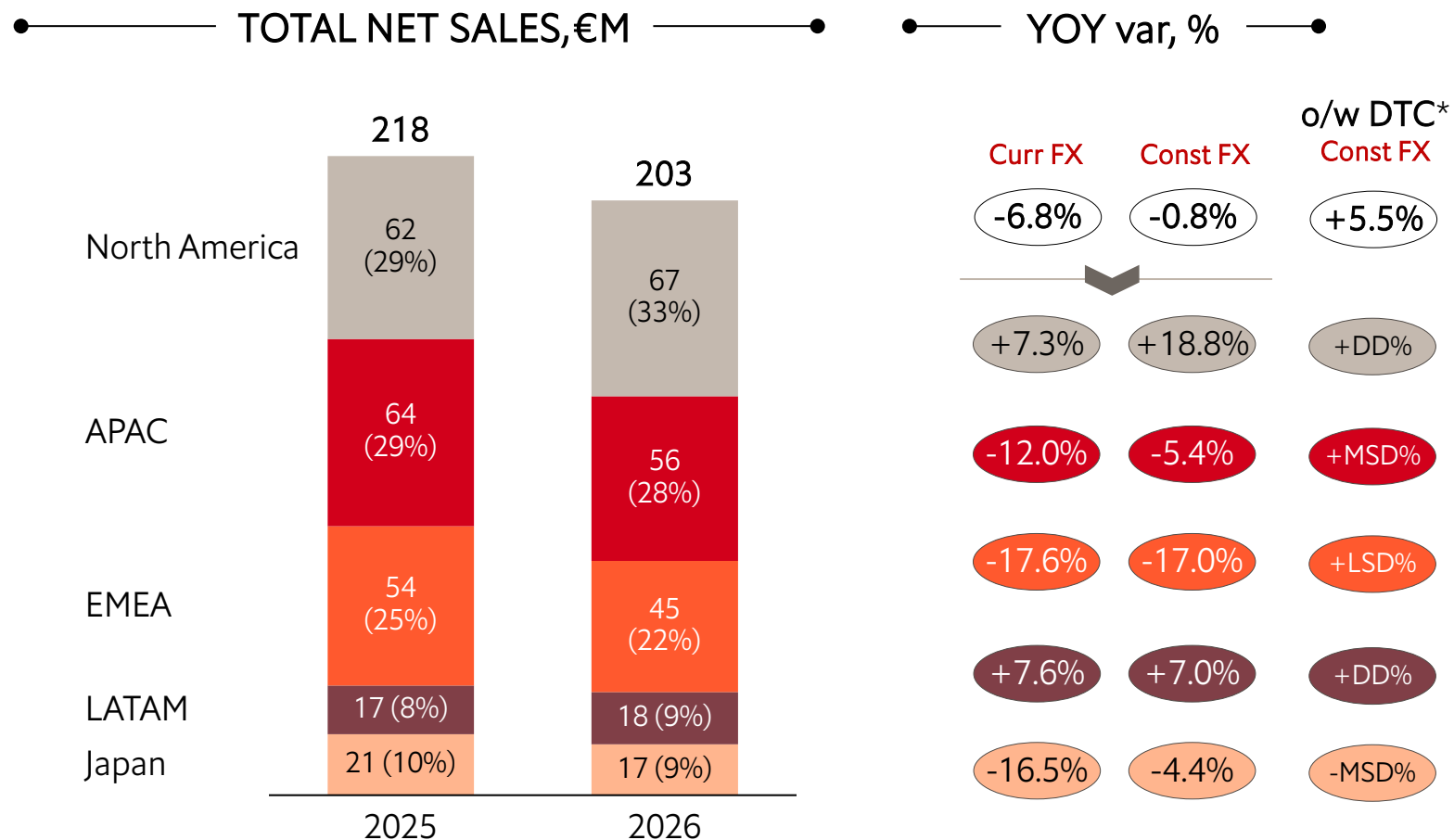
Q1 2026 WHL down 19.0% at const. FX (-21.8% at current FXs), reflecting continued focus on controlled distribution and key accounts, as well as a challenging comparison base.

1. Other income includes: Hedging, licenses & other revenues, rental income investment properties  
 2. YoY var at Constant FX calculated only on licenses & other revenues and rental income investment properties components

\* DTC (Direct To Consumer) channel consists of directly operated mono-brand stores (DOS), as well as e-commerce platforms of direct to customers online sales.



# Q1 2026 NET SALES BY REGION



EMEA DTC\* positive performance at const. FX (on a solid comparison base) supported by strong demand, offset by the double-digit negative result of WHL, bringing Total Net Sales in Q1 2026 down 17.0% at const. FX vs. Q1 2025.

North America DTC\* in Q1 2026 up double-digit at const. FX thanks to focused strategic initiatives, with also WHL recording a double-digit positive performance, supported by the the new collection, bringing Total Net Sales in Q1 2026 up 18.8% at const. FX vs. Q1 2025.

In Q1 2026 Total Net Sales in **Central and South America** up 7.0% at const. FX vs. Q1 2025, with DTC\* up double-digit at const. FX (on a challenging comparison base).

DTC\* in **Asia Pacific** in Q1 2026 posting a positive result at const. FX, while WHL down double-digit also reflecting the strategic repositioning, bringing Total Net Sales down 5.4% at const. FX vs. Q1 2025.

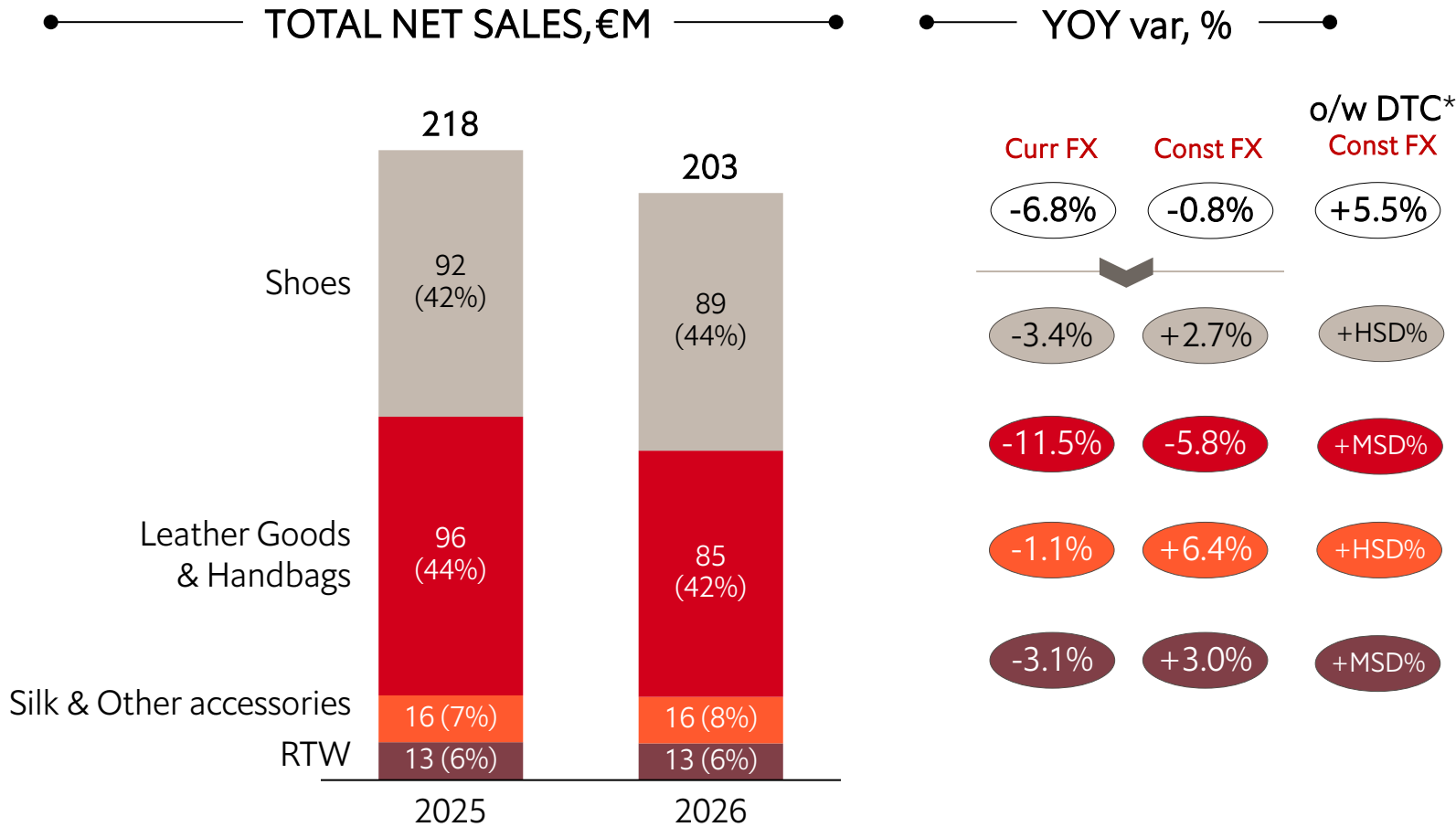
**Japan** Total Net Sales down 4.4% at const. FX vs. Q1 2025, also impacted by a significant reduction in Chinese tourist flows.

Note: all data at const. FX.

\* DTC (Direct To Consumer) channel consists of directly operated mono-brand stores (DOS), as well as e-commerce platforms of direct to customers online sales.

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# Q1 2026 NET SALES BY PRODUCT



Shoes up 2.7% at const. FX, with the high-single digit increase in DTC\*, driven by the women segment, offsetting the negative performance in WHL.

Leather Goods and Handbags down 5.8% at const. FX, on a challenging comparison base, due to WHL down double-digit, while DTC\* up mid-single digit.

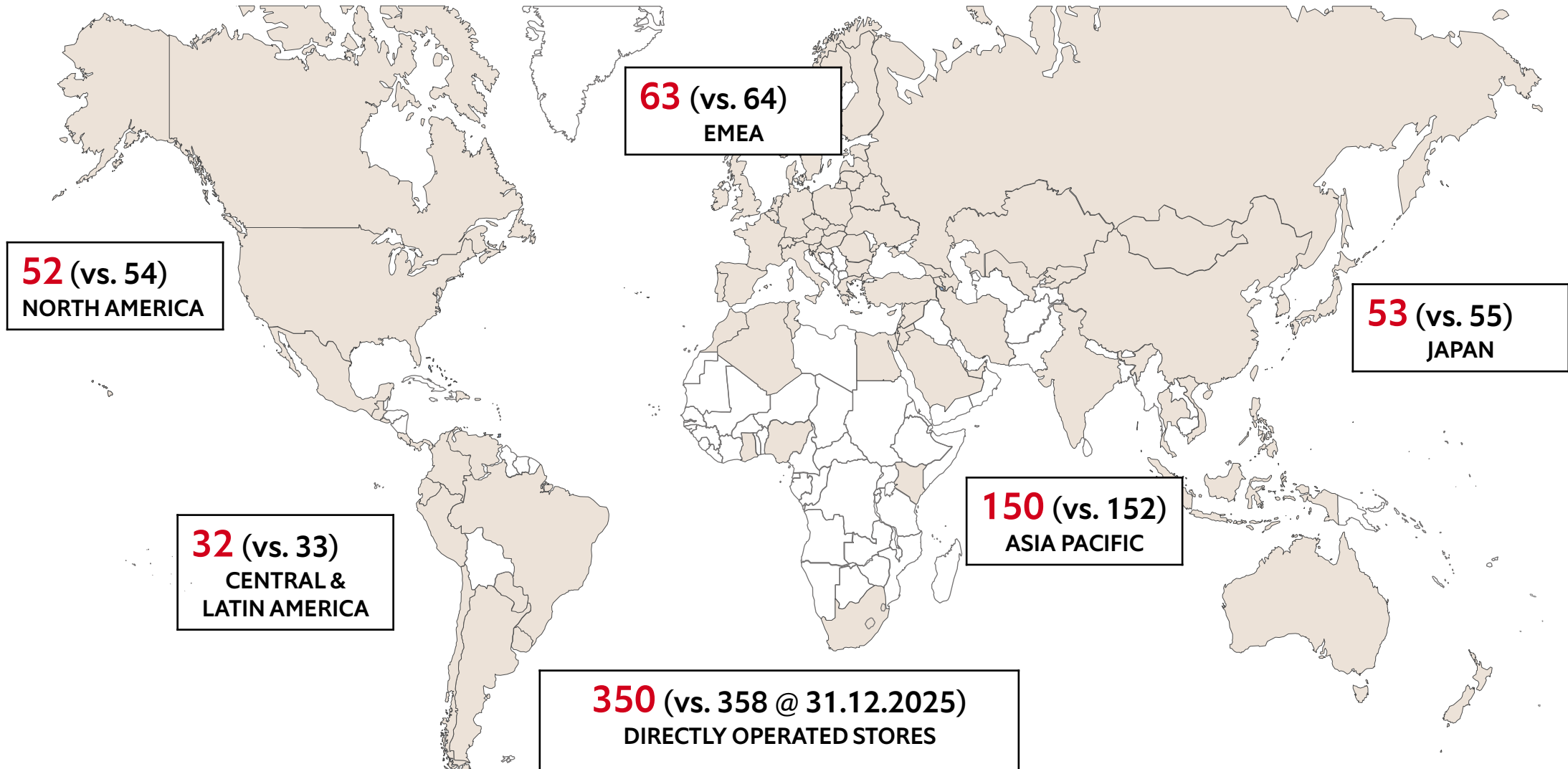
RTW up 3.0% at const. FX, with positive DTC\* offsetting negative WHL.

Silk & Other Accessories up 6.4% at const. FX, with DTC and WHL both positive.

Note: all data at const. FX.

\* DTC (Direct To Consumer) channel consists of directly operated mono-brand stores (DOS), as well as e-commerce platforms of direct to customers online sales.

# DOS NETWORK @ 31.03.2026



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Q1 2026

Q&A

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# ANNEX

# Q1 2026 REVENUE BY DISTRIBUTION CHANNEL

(Euro MM)	March YTD				Weight on Tot 2025	Weight on Tot 2024
	2026	2025	Δ %	Δ % Const FX		
DTC *	160.7	163.7	-1.9%	5.5%	76.9%	74.1%
Wholesale	42.2	53.9	-21.8%	-19.0%	20.2%	24.4%
<b>Net Sales</b>	<b>202.8</b>	<b>217.6</b>	<b>-6.8%</b>	<b>-0.8%</b>	<b>97.1%</b>	<b>98.4%</b>
Hedging	2.0	(1.8)	nm	na	0.9%	-0.8%
Licences & Other Revenues	3.5	4.2	-16.1%	-16.1%	1.7%	1.9%
Rental income	0.6	1.0	-38.7%	-31.8%	0.3%	0.5%
<b>Total Net Revenues</b>	<b>209.0</b>	<b>221.1</b>	<b>-5.5%</b>	<b>-1.2%</b>	<b>100.0%</b>	<b>100.0%</b>

\* DTC (Direct To Consumer) channel consists of DOS and directly managed online boutique/e-commerce platforms.

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