

9M 2024 REVENUE UPDATE

ANALYST
PRESENTATION

OCTOBER 15, 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.

This document has been prepared solely for this presentation and does not constitute any offer or invitation to sell or any solicitation to purchase any share in the Company.

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.

“The results of the third Quarter have been impacted by the challenging macroeconomic and consumer environment and we expect this trend to continue in the last part of the year. Decreasing consumer confidence is most notable in Asia Pacific, being the main phenomenon impacting our sales performance. The secondary channel has also been affected by low traffic, which also continues to impact the wholesale environment.

The current context adds pressure on our top-line and profitability, therefore delaying the timing of the delivery of our financial objectives. We pursue our work on the enrichment of the offer, together with marketing and retail actions to maximize the potential of the brand, through increasing engagement of new audiences with key products, and continuing the distinctive narrative and elevated in-store and on-line experience, while maintaining a strong operational discipline.

These efforts have yielded encouraging results in the quarter through our primary sales in Europe, Japan, and Latin America, in all major product categories of our renewed continuative offer, in particular handbags and ladies' shoes, led by new icons.”

Marco Gobbetti, Chief Executive Officer and General Manager

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9M 2024
BUSINESS UPDATE

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BUSINESS UPDATE - 2024 REFRESH

New Product Offer - Heritage and innovation core assets



THE SOFT HUG



THE ZINA



THE SOFT TOTE



LOAFERS



THE T-STRAP

MAXIMIZE POTENTIAL OF COLLECTIONS ENHANCING KEY AESTHETICAL CODES

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BUSINESS UPDATE - 2024 REFRESH

SS 2025 Show – Reviews



THE SUNDAY TIMES

Two years into the job, and he's more than delivering: for spring, his trademark upmarket elegance came with a more laid back feel. Black-

The accessories though, are where the real money lies — 87 per cent of Ferragamo's business comes from shoes and bags. This season, they came in everything from cobalt to peach, fringed or laser cut. Bags for life, indeed.

THE FASHIONISTO

FERRAGAMO SPRING 2025 DANCES BETWEEN HERITAGE & MODERNITY

The collection's grand finale? Elegant tailoring and statement coats



5 THINGS TO KNOW ABOUT FERRAGAMO SPRING/SUMMER 2025

With a storied history of excellent leather craftsmanship and fierce footwear, Ferragamo's creative director

SOLID RECOGNITION FROM MEDIA AND INDUSTRY

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THE IMPRESSION

WHERE FASHION GETS CREATIVE

5 - Ferragamo



3rd BEST SS25
MILAN SHOW

Number 1: Prada
Number 2: Bottega Veneta

A real designers designer Davis is looking inward rather than out for how to inform his design process, and has been able to develop shapes which are becoming a Ferragamo signature under his tenure. Think the organic curves which serve as hem and neckline details. And today

BOF

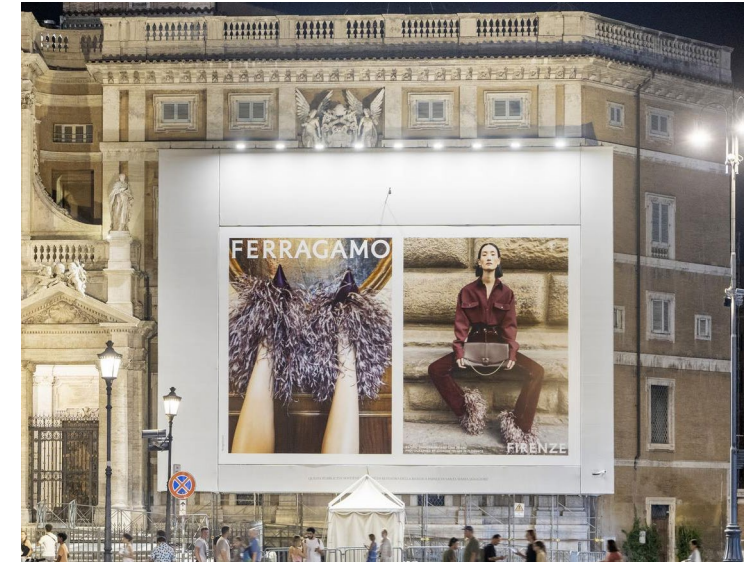
Ferragamo, Maximilian Davis once again raised the temperature whilst keeping his signature architectural approach. The ballet theme, although a bit literal in the styling, was a good excuse to explore movement in cloth.

WHO WHAT WEAR

When it comes to powerful tailoring, Davis is a master at the craft.

BUSINESS UPDATE - 2024 REFRESH

Build scale and relevance through empowered, full funnel communication



FW24

ADAPTABLE AND FLUID MEDIA STRATEGY BUILD AROUND PRODUCT

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THE BEAUTIFUL INNER COURTYARD OF THE PORTRAIT HOTEL MILAN LENDS ITSELF AS THE BACKDROP FOR
"3 DAYS IN FLORENCE" BY RENOWNED FINE ART AND FASHION PHOTOGRAPHER JUERGEN TELLER;

A PHOTO-REPORTAGE THAT REVISITS ICONIC FLORENTINE LOCATIONS BELOVED BY SALVATORE FERRAGAMO
AND CORE TO THE VISION OF CREATIVE DIRECTOR MAXIMILLIAN DAVIS.

IN TELLER'S LENS, FLORENCE TRANSFORMS INTO A CINEMATIC BACKDROP REMINISCENT OF GREAT ITALIAN FILM NOIRS.
THE REALITY OF THE CITY AS THE ULTIMATE SYMBOL OF ITALIAN CULTURE, ART AND CRAFTSMANSHIP.

FROM SEPTEMBER 21 TO OCTOBER 5, 2024
PORTRAIT MILANO - CORSO VENEZIA 11, 20121 MILANO

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BUSINESS UPDATE - 2024 REFRESH

Enriching the Customer Journey – New store concept



MILAN
Montenapoleone Woman



FORTE DEI MARMI
Via Carducci



TOKYO
Shinjuku Isetan Woman

ELEVATE IN-STORE EXPERIENCE

FERRAGAMO

BUSINESS UPDATE - 2024 REFRESH

Enriching the Customer Journey – New store concept



BEIJING
China World Mall



SEOUL
Shinsegae Gangnam Man

ELEVATE IN-STORE EXPERIENCE

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BUSINESS UPDATE - 2024 REFRESH

Enriching the Customer Journey – Digital focus

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Shoes for Fall

Drawing from Ferragamo's shoemaking heritage, the new women's collection features retro and contemporary styles including boots and loafers in elegant finishes.

[Discover the collection](#)



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Save the Date

Ferragamo invites you to its SS25 Show. Watch the livestream on September 21st, 2024 at 5:30PM (11:30 CET) on [ferragamo.com](https://www.ferragamo.com).

[Go to the countdown](#)

- Women
- Men
- Galleria
- Store locator



NEWSLETTER PERSONALIZATION AND INCREASED ON-LINE EXPERIENCE

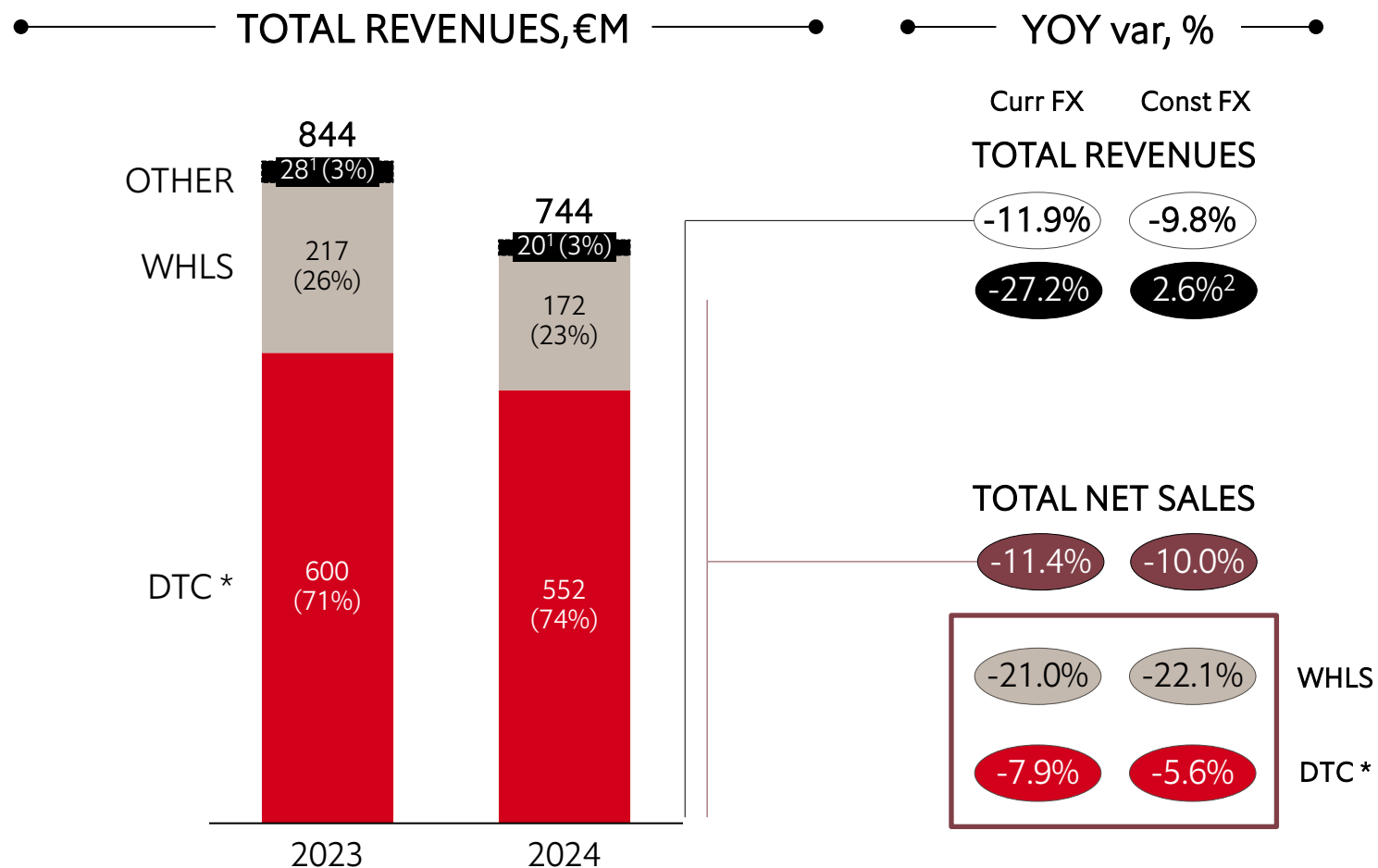
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9M 2024
REVENUE *

* "NON-AUDITED"

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9M 2024 REVENUE BY DISTRIBUTION CHANNEL

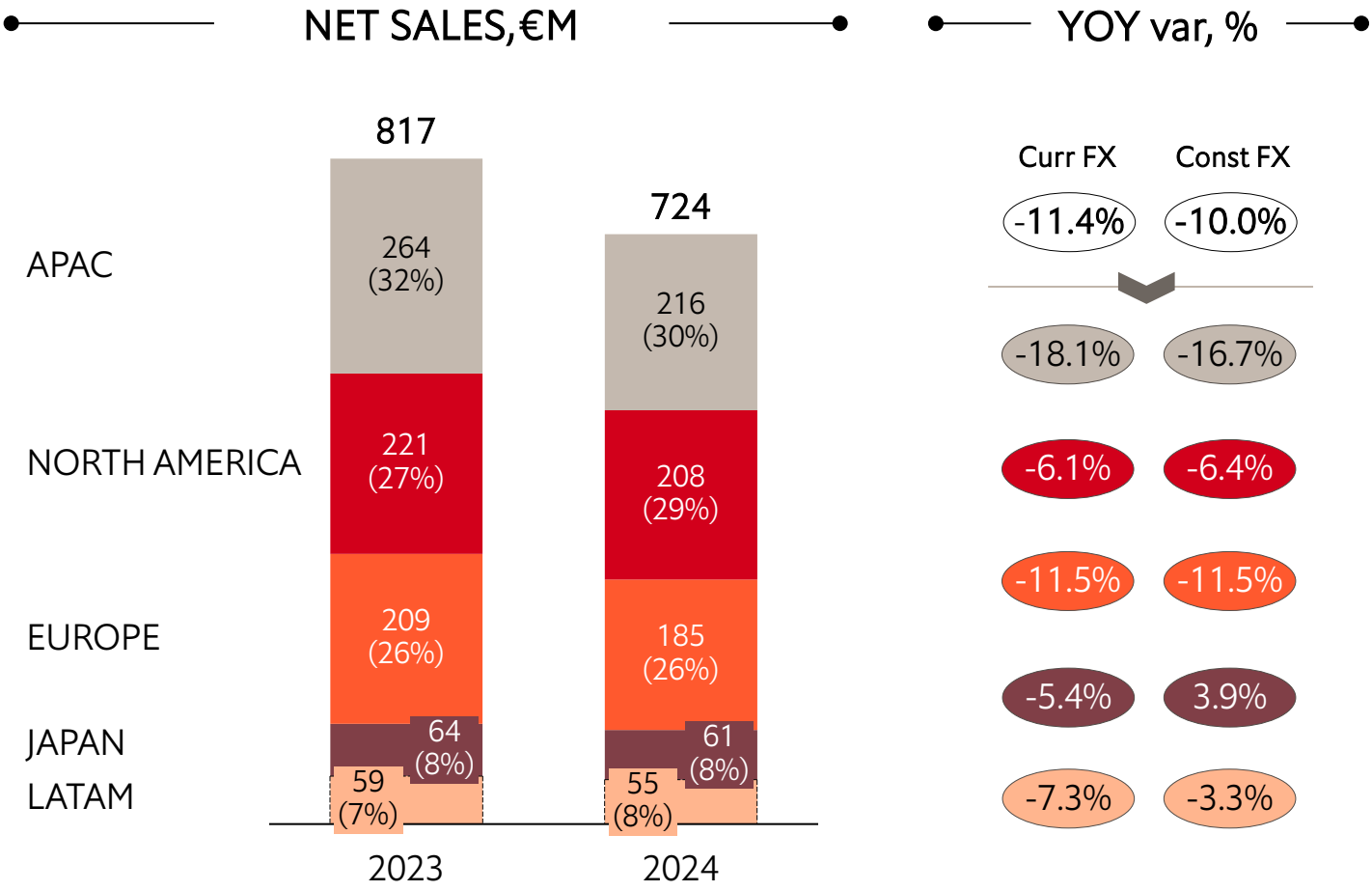


- 9M 2024 **Total Revenues** down 11.9% (-9.8% at const. FX) and down 9.6% (-7.2% at const. FX) in Q3, penalized by a weak Asia Pacific market, secondary channel and wholesale environment.
- DTC***, at const. FX down 5.6% vs. 9M 2023, and -5.7% in Q3 vs. last year, with the positive performances in Europe, Japan and Latin America, only partly offsetting the persistent weakness in the Asia Pacific area. Overall performance negatively impacted mainly by the secondary channel, mostly due to low traffic.
- WHL**, at const. FX, down 22.1% vs. 9M 2023, and -12.8% in Q3 vs. last year, reflecting a weaker than expected demand, especially in the US market.

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

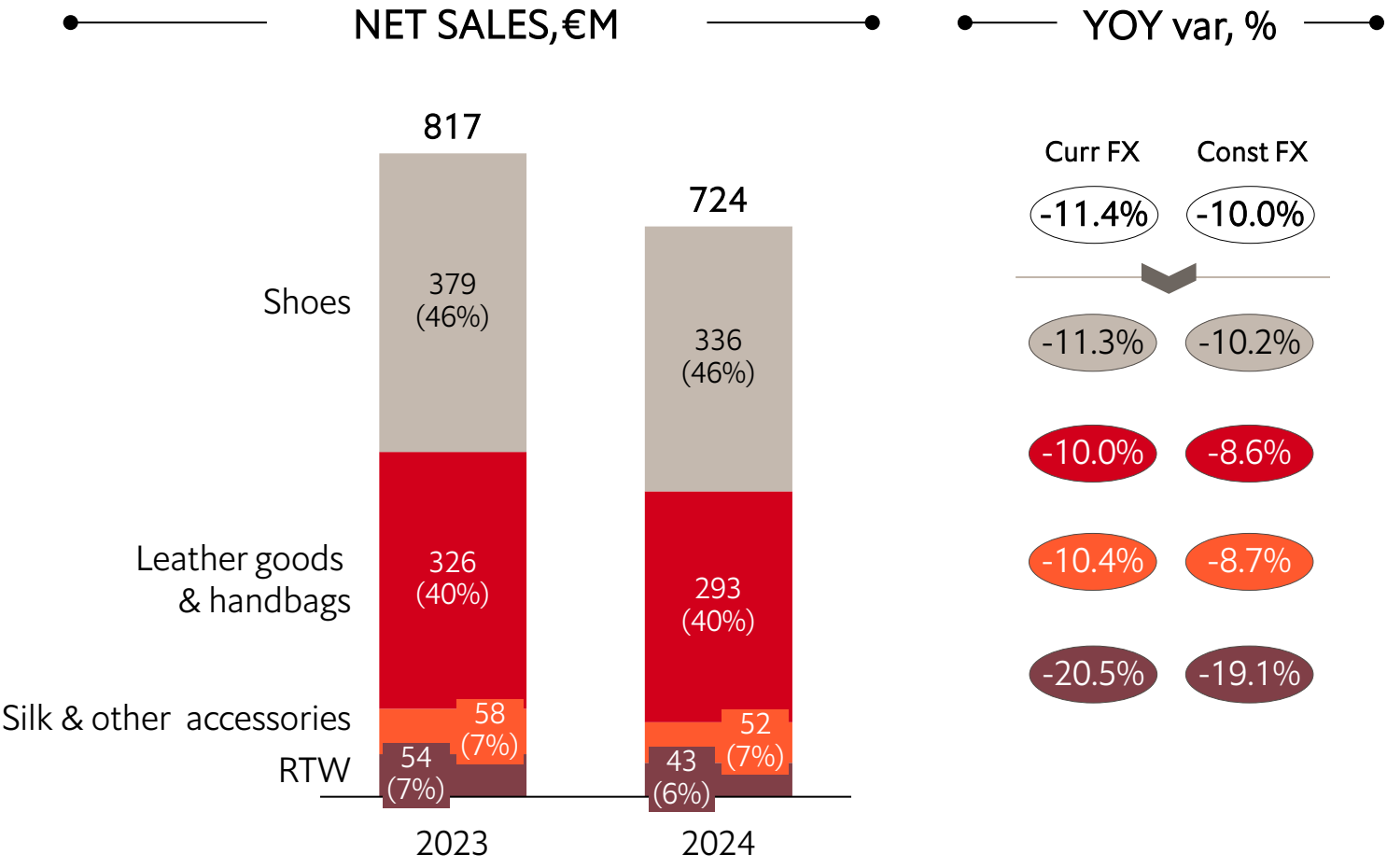


9M 2024 NET SALES BY REGION



- **EMEA** down 11.5% in 9M 2024 due to Wholesale down 28.0% while DTC* up 4.5% vs. 9M 2023. In Q3 EMEA up 1.2%, driven by the solid performance of the primary channel, while secondary and WHL down mid-single digit.
- **North America** down 6.4% in 9M 2024 and down 7.9% in Q3, with DTC* primary channel in line with Q3 2023 while secondary and WHL were negative.
- **Latin America** down 3.3% in 9M 2024 and up 9.0% in Q3, with primary DTC* up double-digit, while secondary and WHL were negative.
- **Asia Pacific** down 16.7% in 9M and down 20.5% in Q3 2024.
- **Japan** up 3.9% in 9M 2024 and up 6.7% in Q3, thanks to the double-digit performance of the primary DTC channel, also driven by tourists flows.

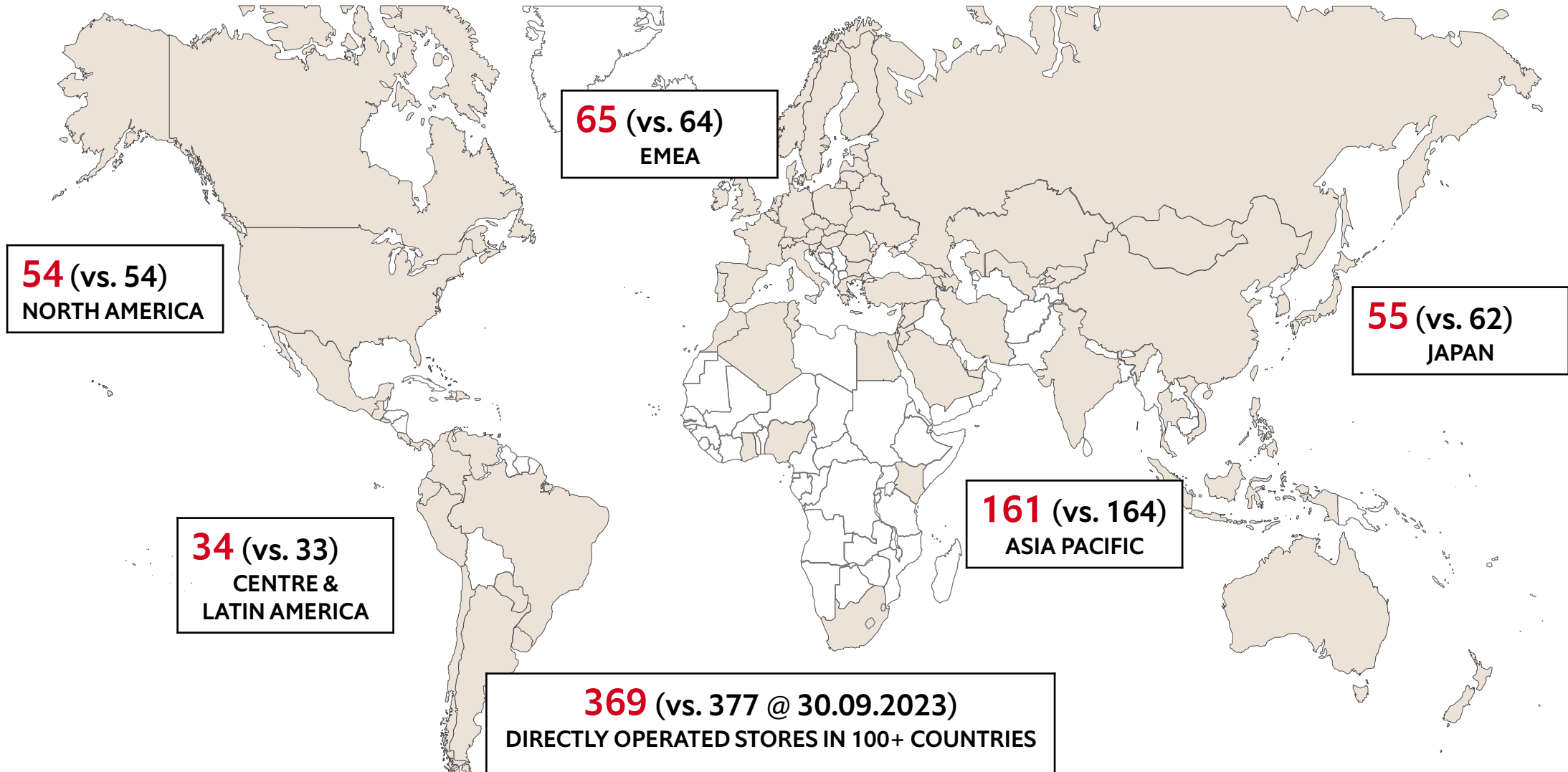
9M 2024 NET SALES BY PRODUCT



- **SHOES** down 10.2% in 9M 2024 and down 12.0% in Q3, due to negative performances in the secondary and WHL channels, while performance in primary DTC* in line with Q3 2023.
- **LEATHER GOOD AND HANDBAGS** down 8.6% in 9M 2024 and in line with last year in Q3, with primary DTC* full-price sales for handbags continuing the solid performance and also SLG showing a positive trend for both men and women.
- **SILK & Other Accessories** down 8.5% in 9M 2024 and down 7.9% in Q3.
- **RTW** down 19.1% in 9M 2024 and down 15.1% in Q3.

Note: all data at const. FX

DOS NETWORK @ 30.09.2024



369 (vs. 377 @ 30.09.2023)
DIRECTLY OPERATED STORES IN 100+ COUNTRIES

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9M 2024
Q&A

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ANNEX

9M 2024 REVENUE BY DISTRIBUTION CHANNEL

(Euro MM)	Sept YTD			Δ % Const	Weight on Tot 2024	Weight on Tot 2023
	2024	2023	Δ %			
DTC *	552.2	599.5	-7.9%	-5.6%	74.2%	71.0%
Wholesale	171.6	217.2	-21.0%	-22.1%	23.1%	25.7%
Net Sales	723.9	816.7	-11.4%	-10.0%	97.3%	96.7%
Hedging	4.7	12.5	-62.7%	na	0.6%	1.5%
Licences & Other Rev.	12.8	13.0	-1.6%	-1.6%	1.7%	1.5%
Rental Income	2.6	2.0	30.7%	31.2%	0.3%	0.2%
Total Revenues	743.9	844.2	-11.9%	-9.8%	100.0%	100.0%

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

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