

**Q1 2026
REVENUE
UPDATE**

**ANALYST
PRESENTATION**

MAY 14, 2026

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.



Q1 2026

**BUSINESS
UPDATE**

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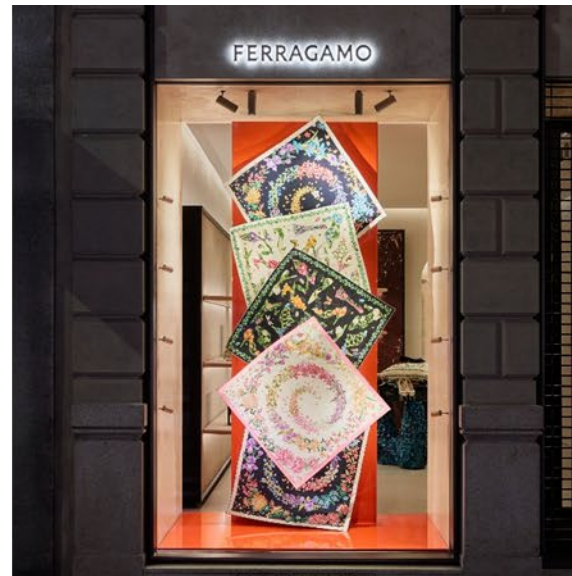
2026 | Driving the Strategic Redirection Across Three Pillars

VALUE BUILDING



INVESTING IN BRAND IDENTITY
AND PRODUCT INNOVATION

ELEVATING ROUTE TO
MARKET



FOCUS ON HIGH-POTENTIAL
MARKETS AND CHANNELS

OPERATIONAL EFFICIENCY



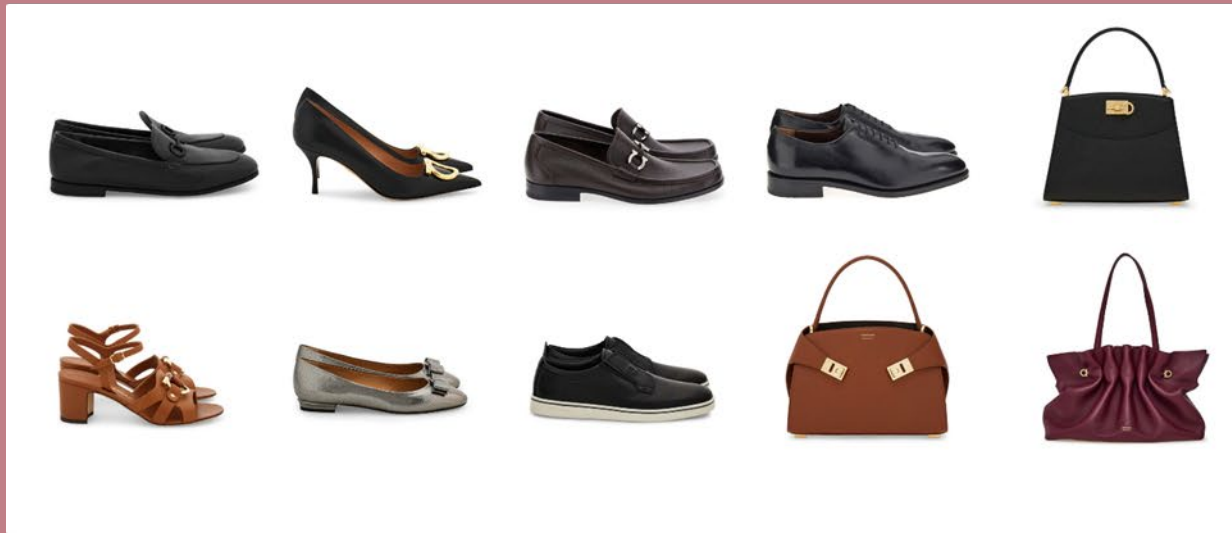
COSTS GOVERNANCE AND
CAPITAL DISCIPLINE

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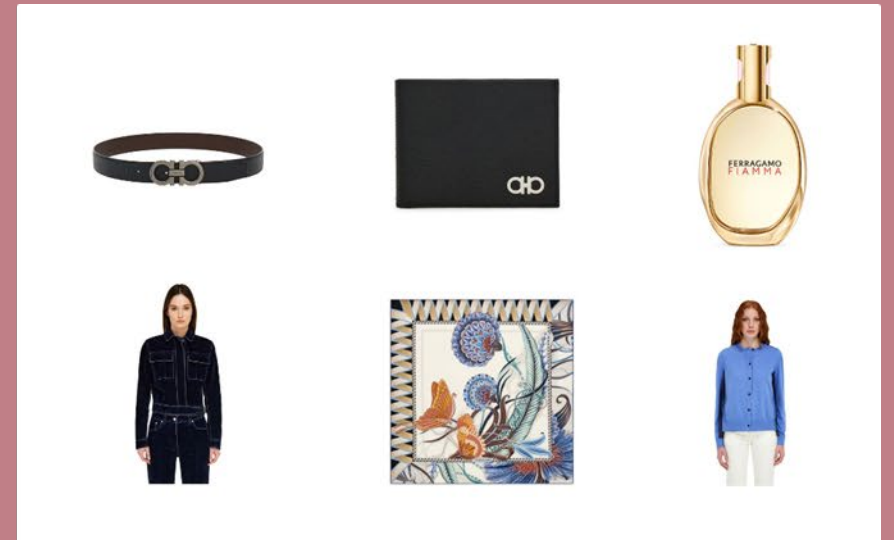
2026 | Reshaping Brand Perception

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

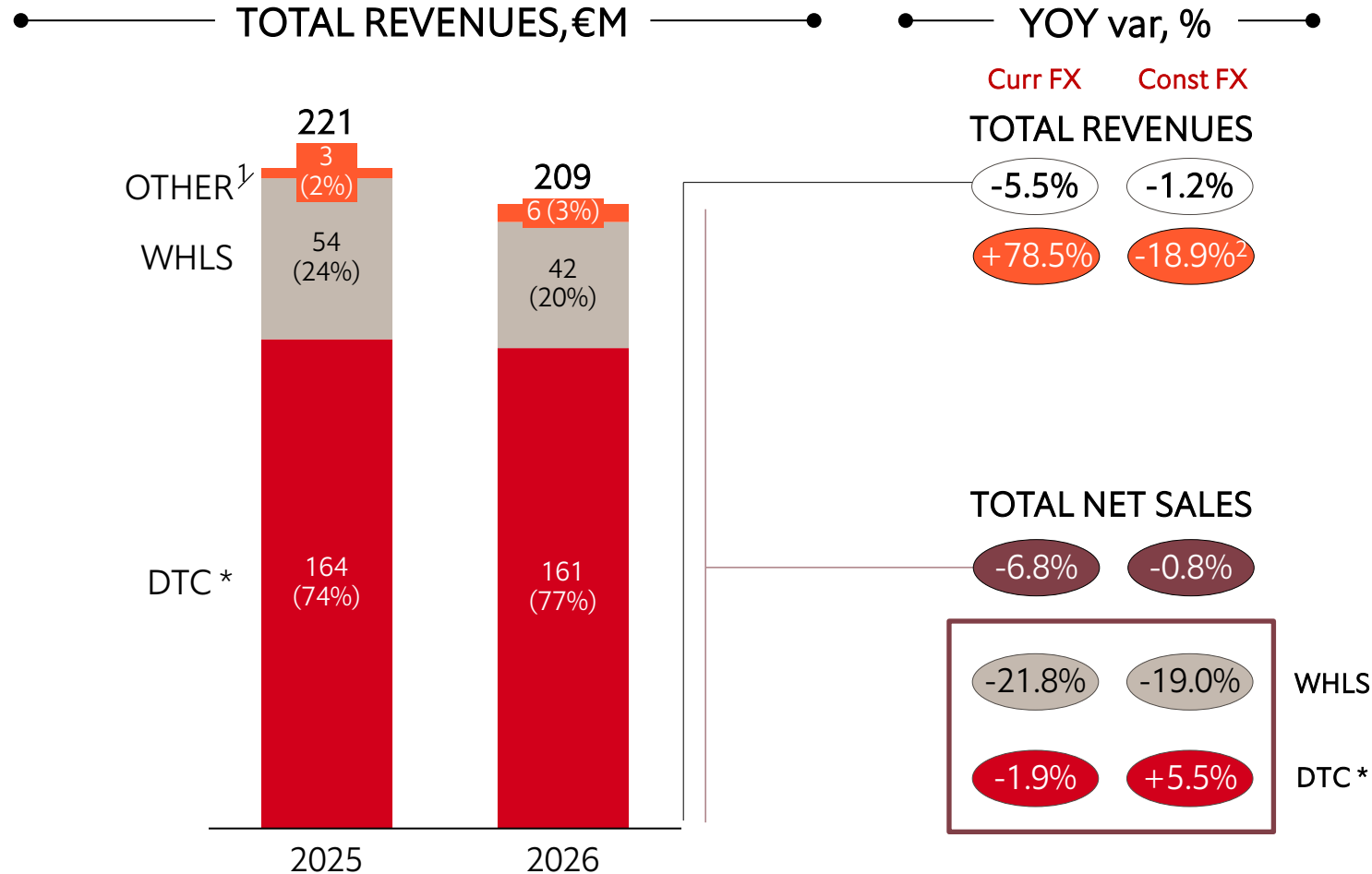


Q1 2026
REVENUE *

* "NON-AUDITED"

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Q1 2026 REVENUE BY DISTRIBUTION CHANNEL



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

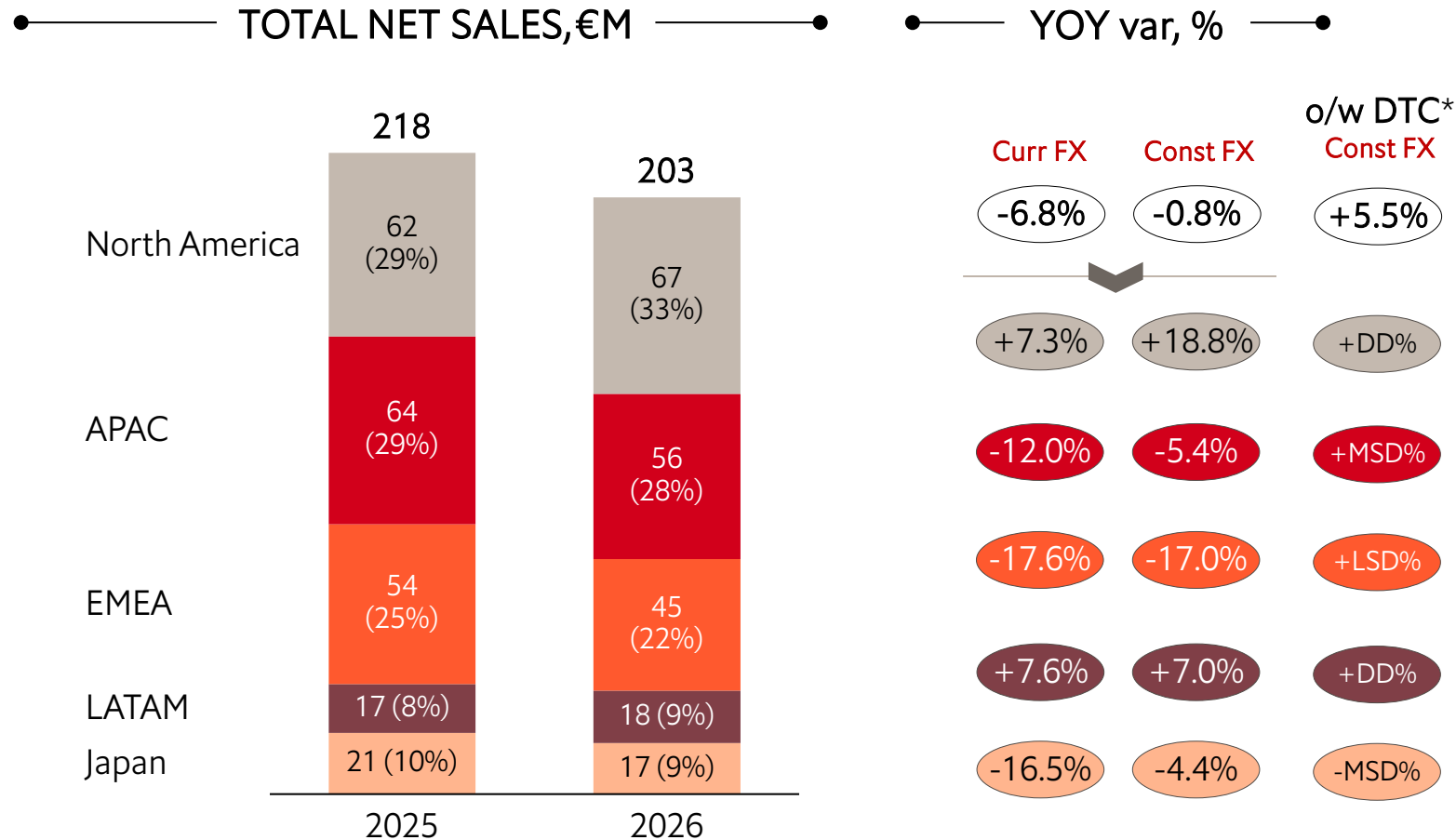
Q1 2026 Total Revenues at €209m, down 5.5% at current FX and down 1.2% at const. FX vs. Q1 2025, with DTC* continuing its growth trajectory at const. FX, while WHL remaining negative.

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.

* 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 local 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).

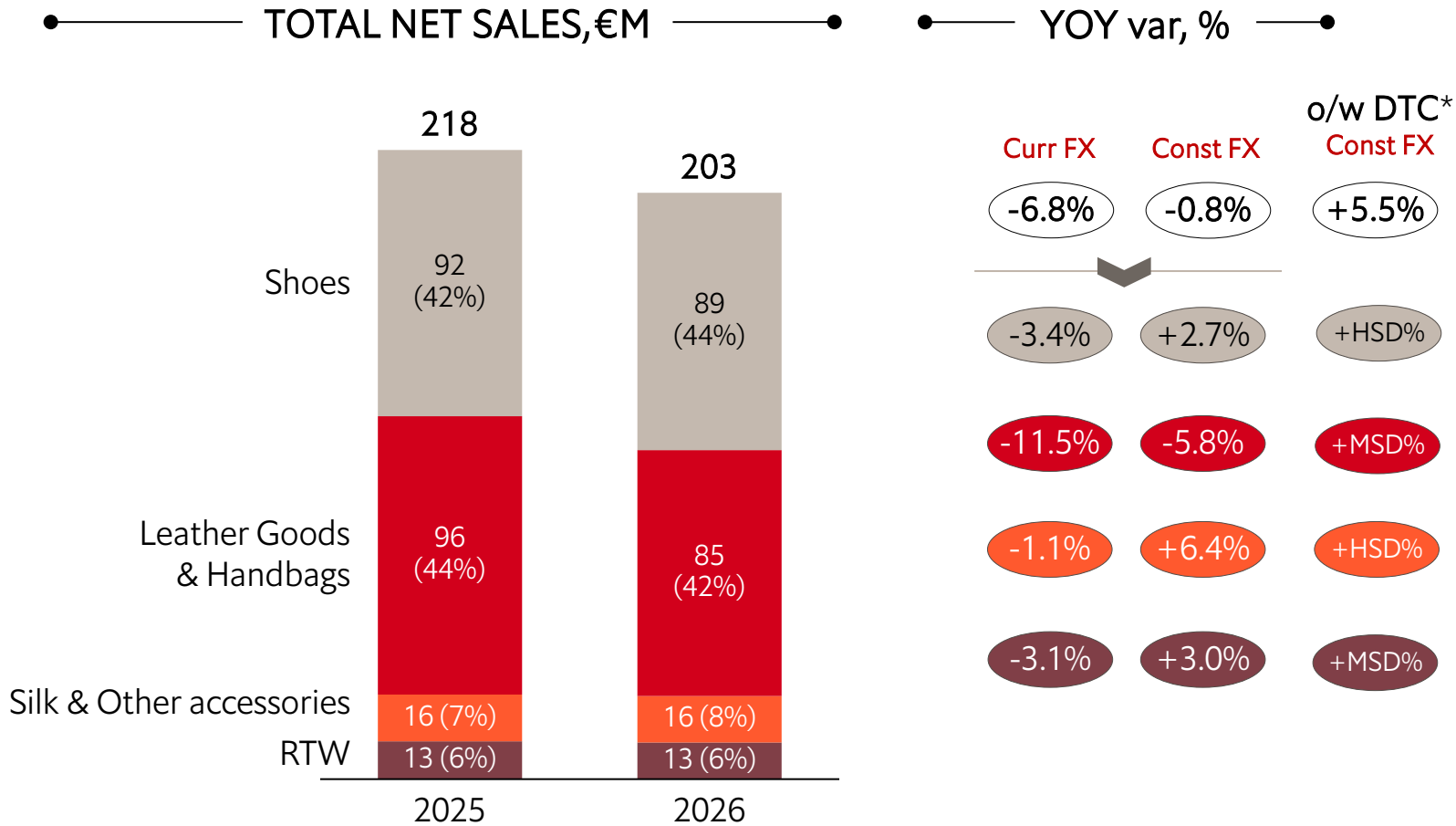
DTC* in **Asia Pacific** in Q1 2026 posting a positive result at const. FX, while WHL down double-digit also reflecting the strategic repositioning, bringing Total Net Sales down 5.4% at const. FX vs. Q1 2025.

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.

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.

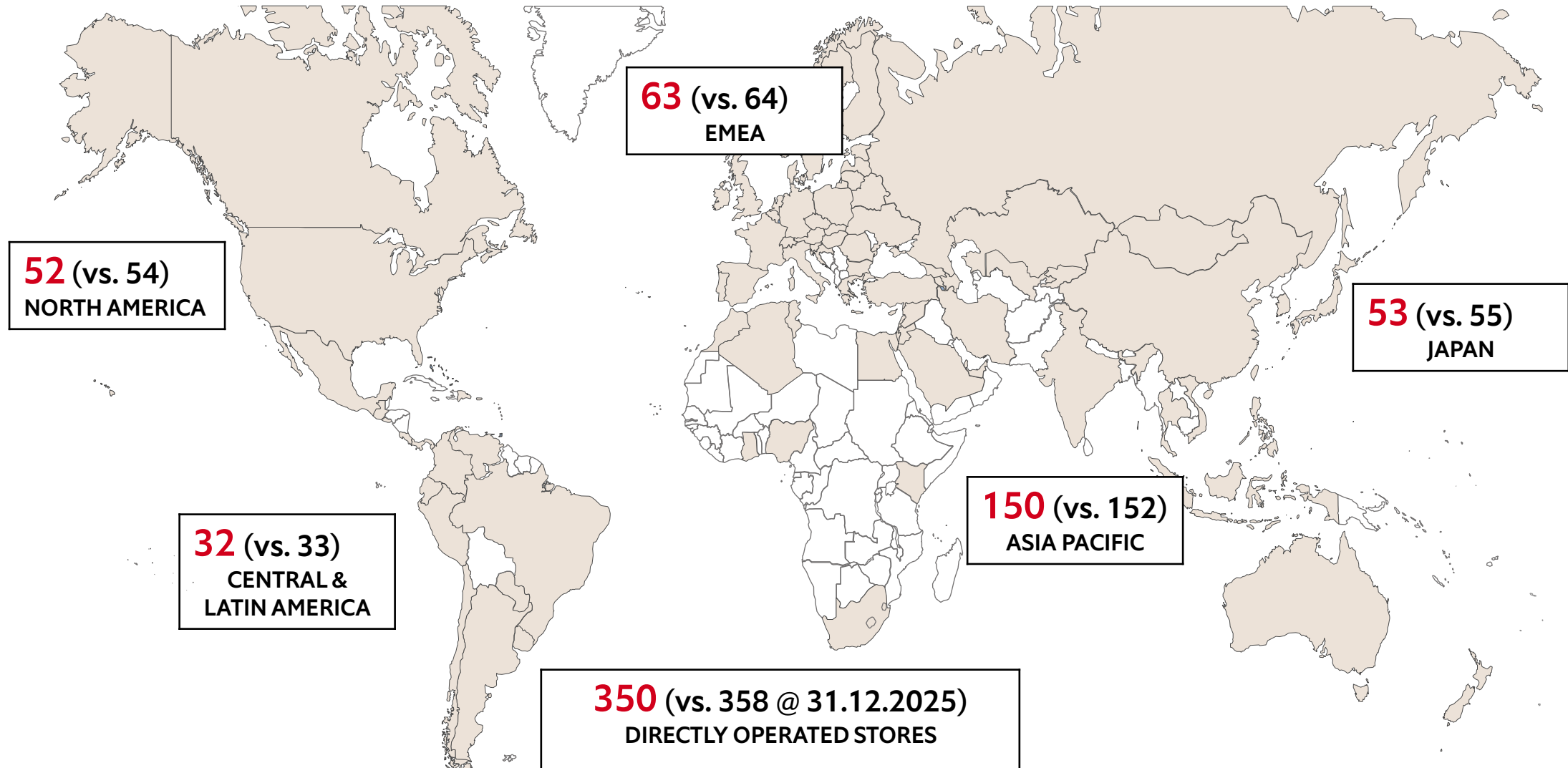
RTW up 3.0% at const. FX, with positive DTC* offsetting negative WHL.

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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A woman in a beige coat is holding a black, textured handbag with gold buckles. The bag is placed on a dining table set with white plates, blue floral patterns, and crystal glasses. The background shows a dining room with ornate wooden furniture.

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%
Net Sales	202.8	217.6	-6.8%	-0.8%	97.1%	98.4%
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%
Total Net Revenues	209.0	221.1	-5.5%	-1.2%	100.0%	100.0%

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

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