

REGULATION OF THE PRIZE CONTEST SPONSORED BY GOLDEN GOOSE S.P.A.

NAMED MARATHON RAFFLE (hereinafter the “Regulation”)

1. ORGANIZER

The initiative is organized by Golden Goose S.p.A. (hereinafter “GG”) with registered office in Italy, Via Privata Ercole Marelli, 10, 20139, Milan, VAT no. 08347090964.

2. ADDRESSEES

The prize contest named “Marathon Raffle” (hereinafter the “**Contest**”) is addressed to i) all natural persons who will decide to enter it using the specific form on the GG website www.goldengoose.com (hereinafter the “**Website**”) or at one of the GG stores located in South Korea, ii) all natural persons who already have an account on the Website and who have pre-ordered the Golden Goose shoe model named “Marathon”.

This Contest is not open to a) legal entities (such as, but not limited to, companies, entities, associations, etc.), b) natural persons under 18 years of age.

3. DURATION OF THE CONTEST

The Contest will begin on September 7 and will end at midnight on September 14 (Korea Standard Time).

4. GEOGRAPHICAL AREA

The Contest will take place in stores located in South Korea, on the form used for registration via the online advertisement and in the dedicated pre-order section of the Website.

5. CONTEST STRUCTURE

GG will offer a total of 15 tickets as prizes to gain access to the Event defined under point 6. They can be won by 15 parties, drawn by random, of those who decide to register for the Marathon Raffle following the instructions provided under point 2. Specifically, 5 participants will be drawn from those who have registered as new customers at stores located in South Korea, 5 from those who have registered using the form linked to the online advertising, and 5 from those who already have an account on the Website and have pre-ordered the “Marathon” shoes.

6. NATURE AND INDICATIVE VALUE OF PRIZES TO BE WON

The parties drawn at random at the end of the Contest will win a ticket to participate in the “Marathon Launch Event” concert that will be held at Scene Café, Yeonmujang 5-gil, 20, Seongdong-gu, Seoul, starting at 6:30 p.m. (hereinafter, the “**Event**”).

no. of names drawn: 15

Every ticket awarded will be issued in the name of the winner and may not be transferred for any reason whatsoever. If the person whose name is drawn cannot participate for any reason whatsoever, the ticket will be considered unusable.

7. METHODS AND TERM FOR COLLECTING THE PRIZES

The parties whose names are drawn from those participating in the Contest will receive an email at their email address or an MMS at their phone number on September 15, which will serve as a ticket to the Event. The email or MMS must be shown at the entrance along with an identity document to confirm that the person

in possession of the ticket is the person whose name was drawn and a compulsory release for the commercial and internal use of the photographs that will be taken during the event.

8. AMENDMENTS TO THE REGULATION

Any amendment or supplement to this Regulation made by GG will be disclosed by means of a notice to Contest participants at GG stores or on the Website.

9. COMMUNICATIONS

Any communication, request for clarification or complaint connected to the Contest must be sent to the following address: customercare@goldengoose.com

10. LIABILITY OF GG

If the Event does not take place for any reason whatsoever outside the control of GG (by way of example but not limited to illness or unwillingness of the artist, adverse environmental conditions, pandemics, fires, earthquakes, wars), GG cannot be held liable for the failure to participate in the Event by the individual whose name was drawn. In these cases, GG, at its unquestionable discretion, will reschedule the Event, sending the winners all of the necessary information.

11. APPLICABLE LAW

The Contest is subject to applicable South Korean legislation. Every participant accepts the Regulation governing the Contest and the governing law.