



BRUNELLO CUCINELLI

Press Release

CASA DI MODA BRUNELLO CUCINELLI: Update on the completion of the shares' buy-back programme

Solomeo, April 29th, 2025 – Brunello Cucinelli S.p.A. ("**Brunello Cucinelli**" or the "**Company**") announces to have completed the shares' buy-back programme (the "**Programme**"), resolved by the Shareholders' Meeting of April 23rd, 2024 (the "**2024 AGM**") and under the start resolved by the Board of Directors on December 11th, 2024 (the "**Start**"), already disclosed pursuant to EU Regulation n° 2016/1052.

The Company announces to have purchased, in the period between December 12th, 2024 and April 29th, 2025, a total of 123,500 ordinary treasury shares, equal to 0.1816% of the total 68,000,000 issued shares, for a total amount – fees excluded – of Euro 13,251,491.10.

Purchases were executed by the authorised intermediary Mediobanca S.p.A.

At the Start of the Program the Company did not hold any ordinary treasury shares.

The Company has given instructions for the transfer to the beneficiaries of the "2022-2024 Stock Grant Plan" of all 123,500 ordinary treasury shares purchased in execution of the Program.

For further details on the shares' buy-back transactions, in aggregate on a daily basis and in detail, please refer to the Press Releases of January 2nd, 2025 and of March 24th, 2025.

Brunello Cucinelli S.p.A. is an Italian Casa di Moda founded in 1978 by the eponymous designer and entrepreneur and is listed on the medium and large companies stock exchange (MTA) of Borsa Italiana (now Euronext). Long rooted in the medieval Umbrian hamlet of Solomeo, the company is guided by an entrepreneurial philosophy that focuses on the major themes of "Harmony with Creation", respect for the dignity of every living being, and the pursuit of balanced growth in full accordance with the ethical values embodied in the founding principles of Humanistic Capitalism and Human Sustainability.

Initially specialising in the production of cashmere of the highest quality, the brand has expanded to include a lifestyle and ready-to-wear and casual chic offer, expressing a refined, discreet, yet versatile and everyday style. The collections seek to interpret the most authentic spirit of the Italian way of life, recreating with passion and ethics a taste perpetually balanced between elegance, creativity, contemporaneity and craftsmanship, one rooted in the values of tailoring and high craftsmanship peculiar to the Italian tradition and the Umbrian region, and deftly combined with an emphasis on innovation and contemporary style. Through a path of healthy, fair and sustainable development, the company seeks to generate profits with integrity and harmony, while respecting the moral and economic dignity of the more than 3,000 people who work for our Group.

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