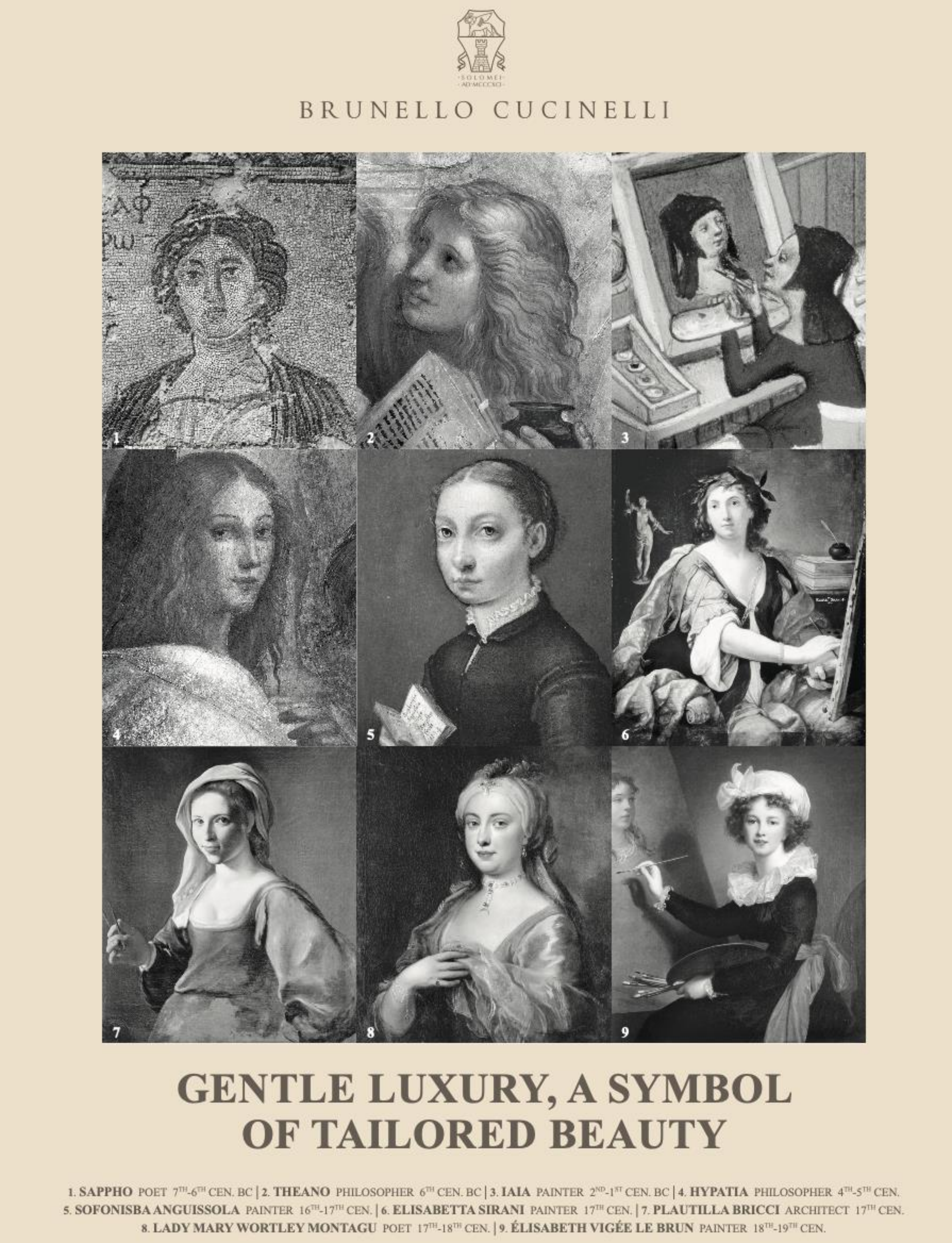
BRUNELLO CUCINELLI

1H 25 Preliminary Revenues

July 10 2025



Brunello Cucinelli

The first half of this year has ended with excellent results; perhaps we are now reaping the rewards of our philosophy of working and living in harmony with Creation, always believing in great craftsmanship, quality and exclusivity.

During our most recent quarterly company assembly, held on 3 April – the day following the announcement of the "tariffs" – we said to one another: let us consider this moment as something extraordinary, a time that demands the utmost attention.

For this reason, each of us should commit even more deeply to changing what can be changed, and to accepting that which lies beyond our control. We must become even more creative, kind, gracious, amiable and open to collaboration – all with the greatest dignity and respect towards every human being, and towards ourselves.

The order campaign for the Spring–Summer 2026 menswear collection, presented during the Italian Men's Fashion Week – held over three days in Florence and three in Milan – is progressing extremely well. The feedback from multibrand retailers and the international specialist press has been overwhelmingly positive.

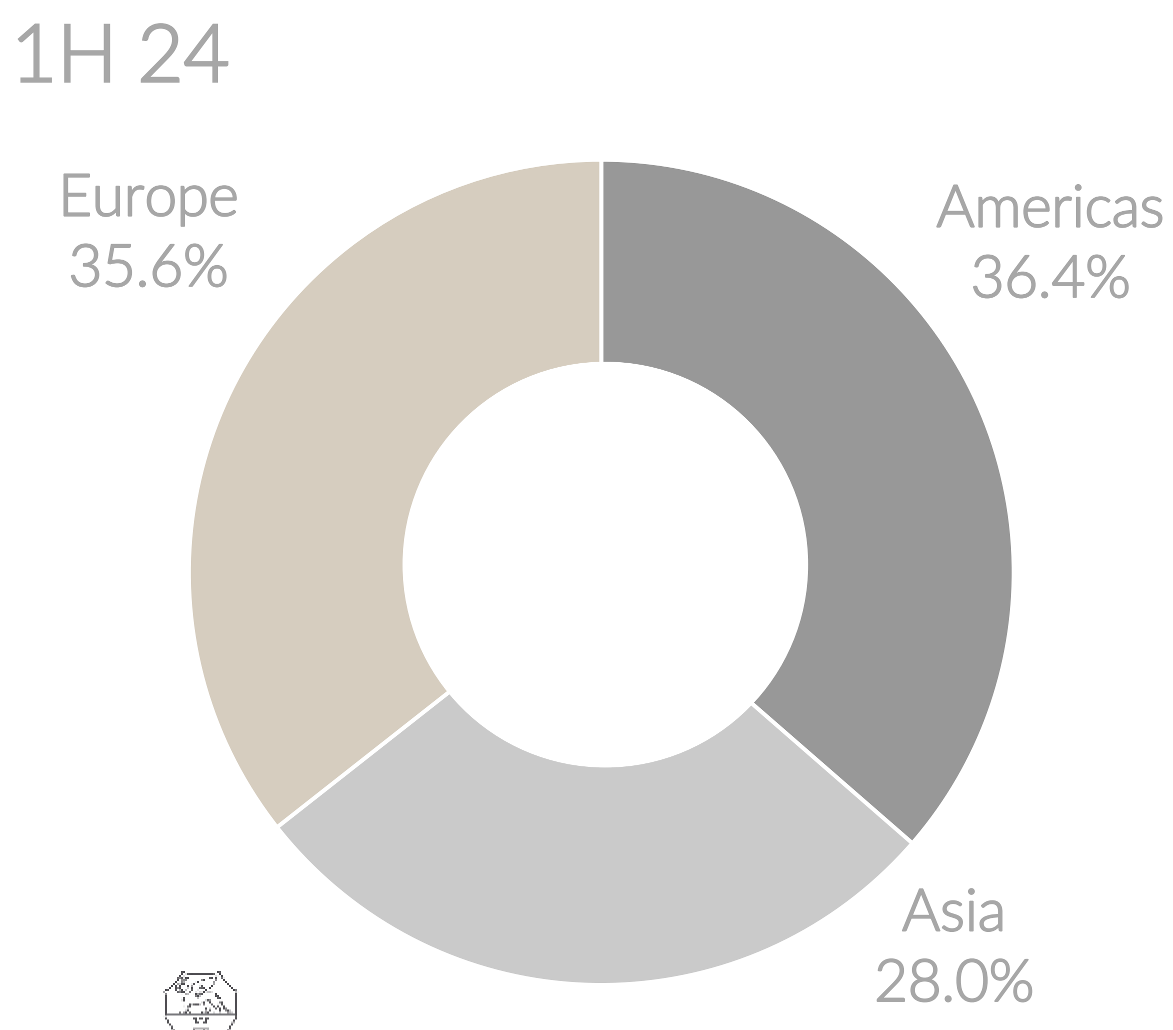
The favourable atmosphere we are currently experiencing around our Casa di Moda allows us to confidently envision a sound and beautiful revenue growth of around 10% for the years 2025 and 2026.

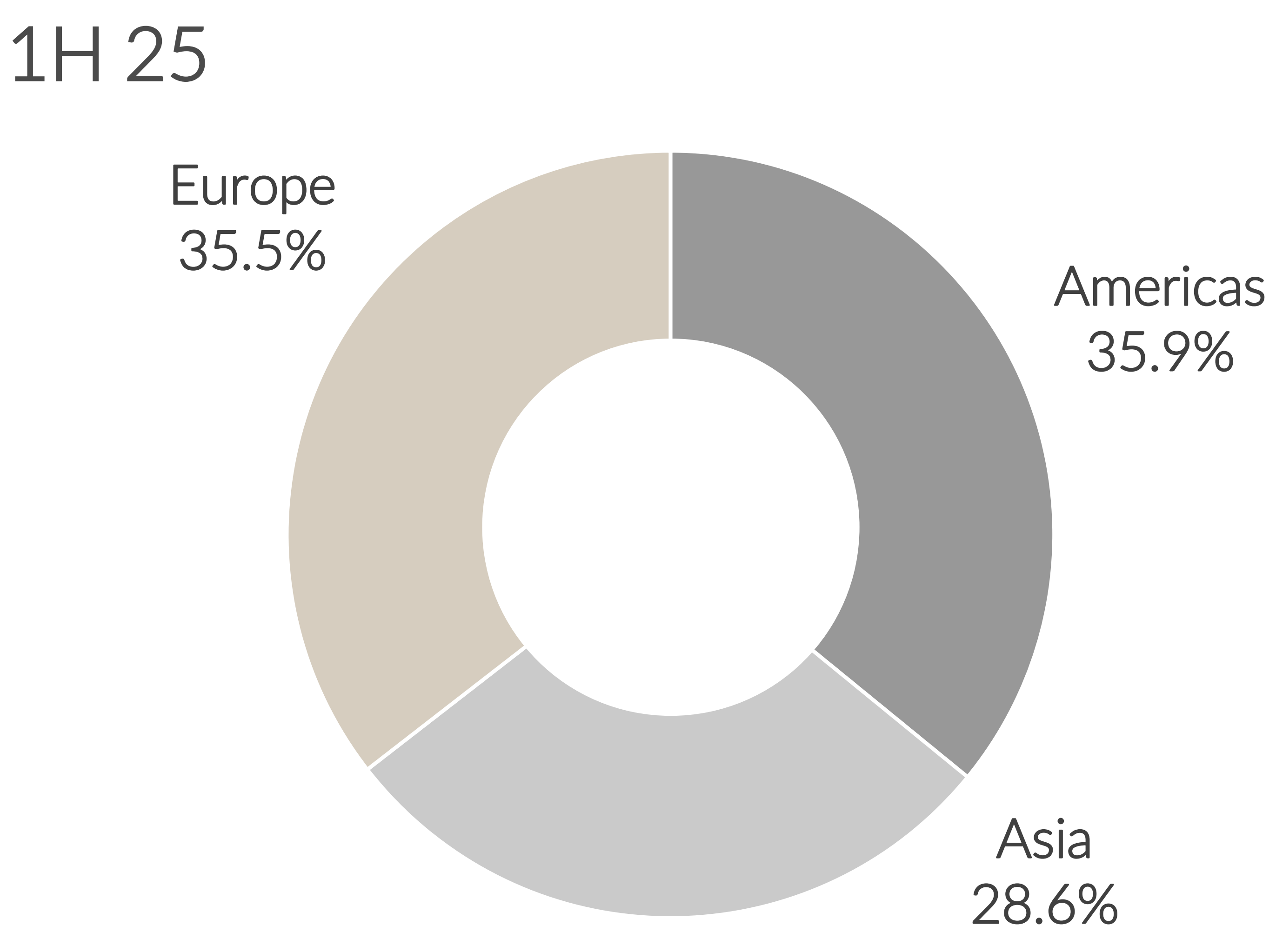
1H 25 – Preliminary Revenues Update

Preliminary Revenues by Region

€ mln

	1H 24	1H 25	YoY % Chg
Revenues	620.7	684.0	+10.2%
		Constant exchange rates	+10.7%
Total Europe	221.1	243.1	+10.0%
Americas	225.6	245.2	+8.7%
Asia	174.0	195.7	+12.5%





Region Highlights

EUROPE

The solid domestic presence across key European markets supported double-digit growth in the first half, with balanced sales across both quarters

In Italy, sales grew by 15.8% to €78.8 million, showing second quarter particularly strong supported by performance of the multibrand channel, with excellent deliveries of the Spring-Summer 2025 and Autumn-Winter 2025 collections

AMERICAS

With a 10.0% increase at constant exchange rates in the first half, growth remained balanced between the first and second quarters

The performance of mono-brand boutiques was very positive, as was that of the Luxury Department Stores, where apparel continues to rank among the fastest-growing categories

ASIA

Significant, double-digit growth in China, well distributed across the country and consistent in both quarters, confirming the strength of our brand's development trend

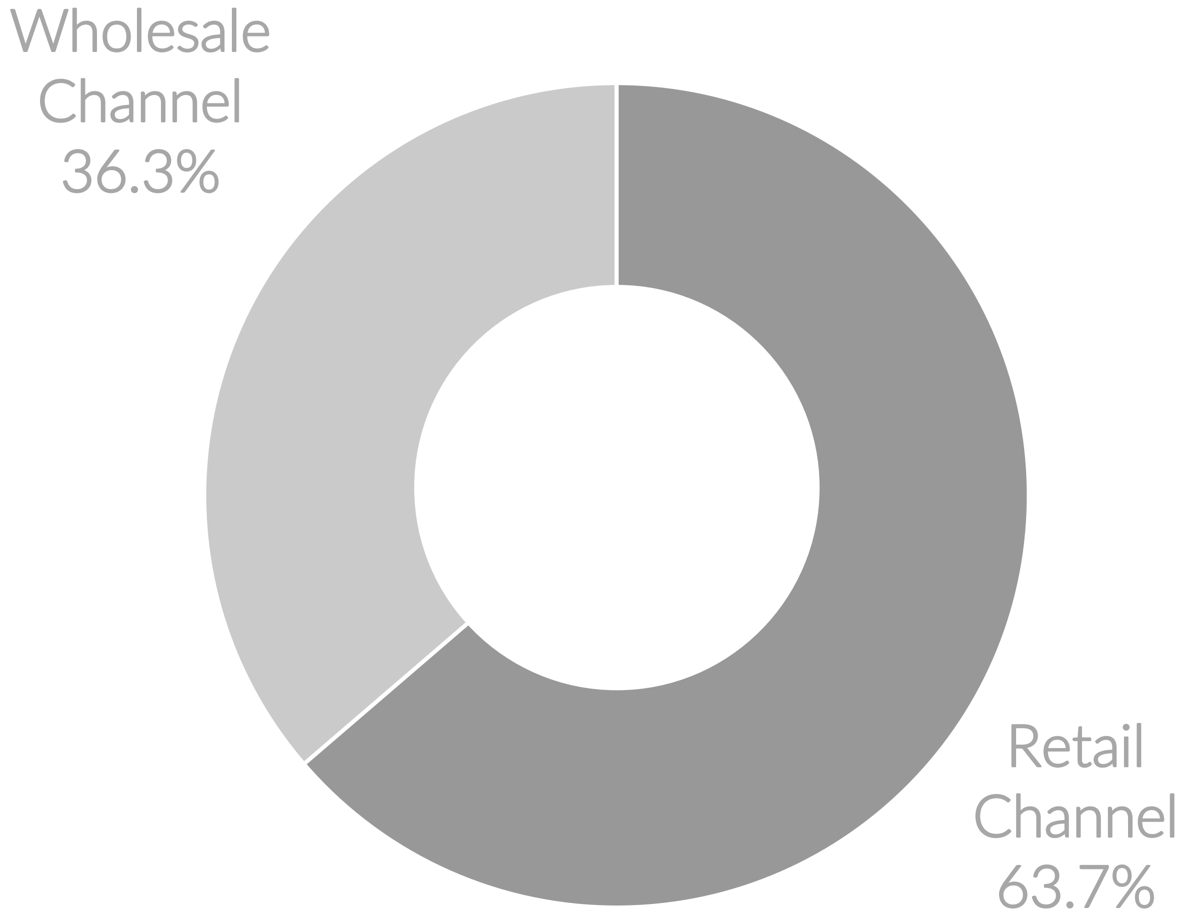
Contribution from the Middle East very positive, solid performance in South Korea and positive contribution to the growth or the region from Japan

Preliminary Revenues by Channel

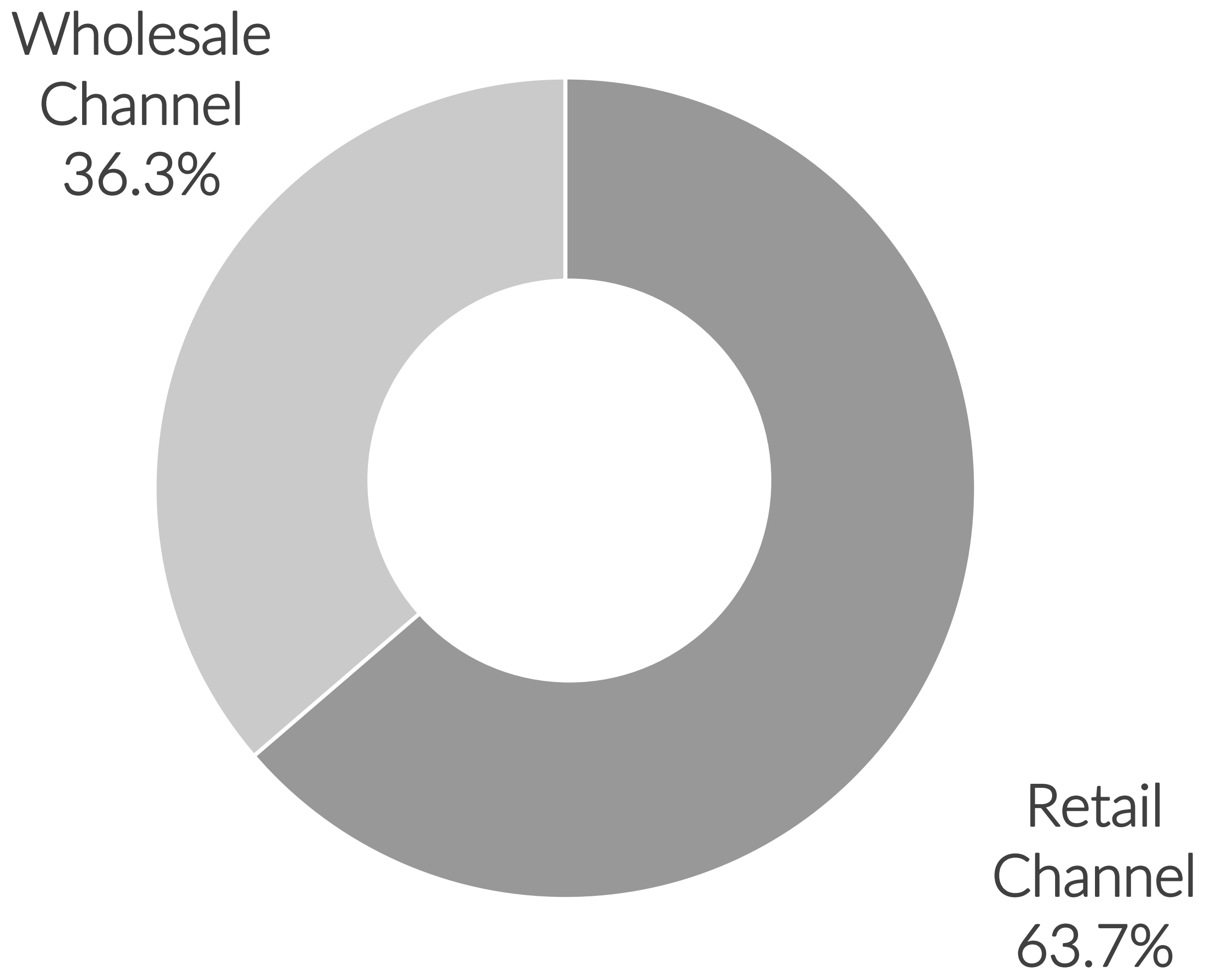
€ mln

	1H 24	1H 25	YoY % Chg
Revenues	620.7	684.0	+10.2%
			Constant exchange rates +10.7%
Retail Channel	395.2	435.8	+10.3%
Wholesale Channel	225.5	248.2	+10.1%

1H 24



1H 25



Channel Highlights

RETAIL CHANNEL

Positive results across all geographic areas, driven by a strong like-for-like performance, without new openings during the first six months of 2025, benefiting from the progressive contribution of boutiques opened in prior periods

Second quarter showed double-digit growth at constant exchange rates, in line with the first quarter

As of June 30, 2025, the total number of retail boutiques remained stable at 130, with new 2025 openings expected to take place in the second half of the year

WHOLESALE CHANNEL

Wholesale channel delivered another strong semester, world's leading multibrand clients, thanks to the recognized creative and qualitative value of our collections, the punctuality of our service, and strict price management discipline

Excellent revenue results were achieved from the Spring-Summer 2025 collections and the sales of Autumn-Winter 2025, as well as from the order intake of the Spring-Summer 2026 men's collections

Spring-Summer 2026 women's collections will be available in showrooms starting in August and will be presented to the press during Milan Fashion Week in September

The «family-style gatherings» events

Symbolic moments – in Miami, Pietrasanta, and Amalfi – captured the essence of our style and the strong bond of trust with clients worldwide

In the first half of the year, Brunello Cucinelli reaffirmed the central role of product and creativity, highlighting how the innovative spirit of the collections and the artisanal quality of the garments contributed to strong global appreciation. The brand hosted a series of exclusive events, conceived as “family-style gatherings” to strengthen its bond with clients:

- two-part event in Miami (boutique reception followed by an Italian-themed dinner)
- Mediterranea” celebration in the seaside destinations of Pietrasanta and Amalfi

These occasions offered valuable opportunities to connect with clients and special guests in refined and convivial settings

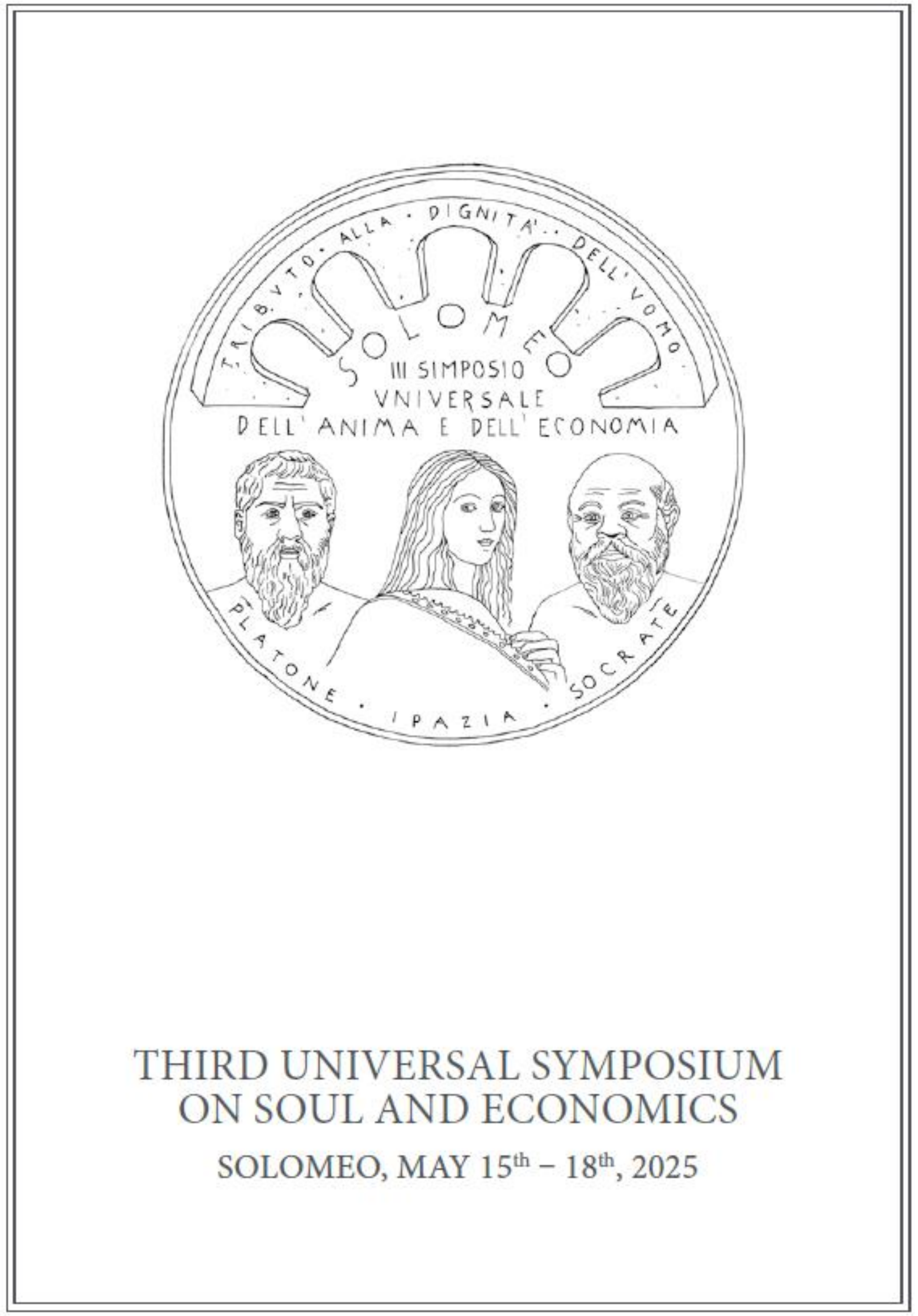
Eyewear and Fragrances

Our collaboration with EssilorLuxottica and Euroitalia continues with great satisfaction, reflecting our ongoing commitment to preserving the brand's unique and distinctive positioning in eyewear and fragrances.

In June, we presented the special Goldcraft 1978 edition—two models crafted in titanium and 18-carat gold by skilled artisans in Fukui, Japan. These pieces represent the pinnacle of our eyewear offering, combining precious materials and craftsmanship with a truly contemporary style

As for fragrances, the launch of the "Incanti Poetici" collection – six new creations introduced in the first part of the year – was very well received. This line will be further enriched with three new fragrances, scheduled for early 2026

III Universal Symposium on Soul and Economics in Solomeo (May, 15-18)



Brunello Cucinelli commented on the event as follows:

During these three wonderful days spent together in Solomeo, against the enchanting backdrop of the Umbrian countryside and immersed in its Genius loci (the Spirit of the Place), we discussed the major contemporary issues, inspired by the reflections that human artificial intelligence is fostering within us all. We discussed humanity, spirituality, religion, and knowledge, exchanging our perspectives and visions. We looked toward the horizons to which innovation is leading us and attempted to imagine its resonance across communities, societies, and individuals.

We spoke about democracy, participation, confrontation and synthesis, as well as how to establish common ground to foster plurality. We also envisaged the arts of the future, which will emerge from the extension of human eyes and hands made possible by technology, merging humans and AI in a sort of shared creative process (…)

We also discussed the great and timeless values of generosity and empathy, whose ancient legacy will continue to inspire our vision for guiding the future of humanity (…)

Finally, we became emotional when discussing the possibility of creating a collaboration between humans and technology that would always treat the latter as our handmaiden, enabling humanity to continue exploring, understanding, dreaming and building (…)

The “*Outstanding Achievement Award* ” and the film “Brunello, the Gracious Visionary”

As we approach the conclusion of a year that we envision as particularly prosperous and meaningful, the month of December will be marked by two highly significant and emotionally resonant events for our Casa di Moda.

On December 1st, in London, Brunello Cucinelli will be honored with the prestigious **Outstanding Achievement Award** by the British Fashion Council in London — an accolade that has, over the years, been bestowed upon esteemed figures such as Karl Lagerfeld, Ralph Lauren, Miuccia Prada, Giorgio Armani, Tommy Hilfiger, Valentino Garavani, and Tom Ford

This recognition is granted for "*the innovation brought to the world of cashmere and for how the Solomeo Fashion House has transformed the possibilities of the entire sector, alongside the ethical vision of Humanistic Capitalism and Human Sustainability, which has established a model for the fashion industry and businesses in general*."

A few days later, a second moment of profound significance will take place : the world premiere of the documentary film “**Brunello, the Gracious Visionary**”, directed by Academy Award-winning filmmaker Giuseppe Tornatore, with an original score composed by fellow Oscar winner Nicola Piovani

Outlook

Outlook

The very positive trend in the first half of the year, in terms of both quantity and quality, together with the favourable opening of sales of the Fall-Winter 2025 collections, therefore, strengthen our confidence in the possibility of achieving, also for the whole of 2025, very beautiful growth in turnover of around +10%, accompanied by fair and balanced profits.

We expect a second half full of initiatives, starting in London in July, when we will be hosting an event at Harrods during Wimbledon. In autumn, we will then be shifting to Japan and South Korea, thus reaffirming the desire for a presence with the same dedication and attention in all geographical areas.

The year will end with two major celebrations: the prestigious Outstanding Achievement Award to be bestowed upon Brunello Cucinelli by the British Fashion Council on 1st December in London; and the world premiere of "Brunello, the Gracious Visionary", a documentary film on the life and works of Brunello Cucinelli, due to be held in December.

Also as a result of these activities and the full implementation of the planned new openings for the year, we expect growth for the whole of 2025 distributed harmoniously in the quarters, across the various geographical areas and distribution channels.

In this context, our investment plan for the 2024–2026 three-year period is progressing with confidence, allowing us to work with peace of mind through to 2035.

Works on expanding the Solomeo facilities are proceeding faster than expected, and we imagine to achieve completion already for the end of this year. We will therefore be able to start using the new spaces in 2025, several months earlier than initial estimates.

Looking ahead to 2026, our confidence has been bolstered even further also thanks to the opening of order intake for the new Spring-Summer 2026 Men's collection, after presentations at Pitti Uomo in Florence and during Milan Fashion Week. The positive feedback obtained from buyers, multi-brand partners and the specialist press further confirms the quality of our work.

In light of all these factors, we can confirm a positive and consistent outlook, with expectations of steady growth in turnover of around +10%, also for 2026, accompanied by robust and balanced economic results.

Board of Directors

Brunello Cucinelli	Excutive Chairman and Creative Director
Riccardo Stefanelli	C.E.O.
Luca Lisandroni	C.E.O.
Camilla Cucinelli	Vice Chairman
Carolina Cucinelli	Vice Chairman
Alessio Piastrelli	Director
Giovanna Manfredi	Director
Andrea Pontremoli	Director
Ramin Arani	Director
Guido Barilla	Independent Director
Stefano Domenicali	Independent Director
Maria Cecilia La Manna	Independent Director
Chiara Dorigotti	Independent Director
Katia Riva	Independent Director

Investor Relations & Corporate Planning Director

Pietro Arnaboldi

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BRUNELLO CUCINELLI