STRONG GROUP GROWTH CONTINUES IN THE FIRST HALF

Venezia-Mestre, 31 July 2026

In the first half of fiscal year 2026, the OVS group recorded an overall growth of approximately 10%, confirming a remarkable expansion trajectory. This was driven by the excellent performance on the organic scope[(1)] (up approx. +6%) and the contribution of Goldenpoint, which achieved double-digit growth. Organic performance was led by all of the group's retail formats and brands; new strategic initiatives are also proceeding at full speed, including the expansion of the Shaka format and the growth of the international network.

In a recent interview with the Italian weekly publication *Moneta*[(2)], various commercial initiatives aimed at supporting the growth of the group's brands were outlined, alongside further strategic projects currently being launched. The Chief Executive Officer concluded by outlining potential overall sales targets for the medium term, assuming a non-negative market environment and a successful execution of strategic growth levers.

(1) Comparable scope excluding Goldenpoint, consolidated as of July 1, 2025.
(2) Issue of July 25, 2026, available at the following link: www.monetaweb.it/impresa-e-management/dagli-abiti-al-beauty-ovs-sbarca-a-dubai-la-carta-vincente-e-alzare-la-qualita/

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