PRESS RELEASE

GENS AUREA EXPANDS INTO GERMAN-SPEAKING SWITZERLAND, ACCELERATING INTERNATIONAL GROWTH

- ***5 new store openings in Basel, Lucerne, Zurich and St. Gallen***
- ***With an investment of €1 million, Switzerland confirms its strategic role in the Group's growth path towards Europe's most promising markets***

Milan, 23 September 2026 – Gens Aurea S.p.A., a leading European group in the buying and selling of gold and precious items, active in the market for over twenty years with more than 530 stores across Europe and listed on Euronext Milan, announces its entry into German-speaking Switzerland with **5 new stores** located on some of the most prestigious streets in **Basel, Lucerne, Zurich and St. Gallen**, representing a **total investment of €1 million**.

"*This initiative is part of our ambitious growth strategy, aimed at consolidating our leadership in Europe and progressively expanding our presence across the continent's major economies*," said **Fabio Godano, CEO of Gens Aurea**. "*In line with our development plans, over the past year we have opened 77 new stores, 45 of which in Italy, and we are already working towards the opening of a further 85 stores by 2027.*"

The new openings represent a further step in Gens Aurea's **international development strategy**, focused on gaining market share in the most promising geographical areas. Switzerland is one such market, boasting the highest level of gold per capita in Europe, at **110 grams**. The Group, which already operates 7 stores in Italian-speaking Switzerland, aims to reach **20 stores across Switzerland** by the end of 2027.

The Group's geographical expansion in the country is of particular strategic importance: following the consolidation of its presence in Italian-speaking Switzerland and its current development across the main cities of the German-speaking region, Switzerland represents a natural bridge towards the Group's subsequent expansion into **Germany**, where Gens Aurea plans to enter the market by 2028.

Stores on the most prestigious streets of Switzerland's leading cities

The five new stores will be located on some of the most prestigious and elegant streets in Basel, Lucerne, Zurich and St. Gallen, characterized by a strong presence of **high street boutiques and brands** and by high levels of commercial footfall and attractiveness.

The decision to select particularly prestigious locations confirms the strategic value the Group places on its physical retail network and the central role stores play in its business model. Store design, positioning and overall quality will contribute to strengthening brand awareness while offering customers experience consistent with the high standards of service and reliability that distinguish the Group.

At the new stores, the Group will offer a range of services, including the **buying and selling of precious items, investment gold products, including bars and coins, and soon gold saving plans**.

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The Swiss market

Although Switzerland accounts for only around 5% of the European economy in GDP terms, its retail market for gold, precious items and luxury watches is significantly larger than its relative economic weight would suggest. Average transaction values are substantially higher than in other European markets, driven in particular by the pre-owned luxury watch segment.

This is further supported by industry initiatives and the presence of leading luxury market operators, which are contributing to growing demand for traceable gold sourced responsibly. Against this backdrop, the Swiss market represents an attractive opportunity for further development for the Group, whose sustainability-led business model has established it as the **leading European operator in the recycled gold sector**.

GENS AUREA
Gens Aurea S.p.A. is a leading European group in the buying and selling of gold and precious items. Active in the market for more than twenty years, it is registered with the OAM, the Italian supervisory body for agents and brokers. The Company is 89% owned by investors backed by pan-European private equity firm DVC Partners, which acquired the Company in 2019, while management holds a 1% stake. The Group operates across four main business areas: gold buying, jewellery, investment gold and buy-back services. Gens Aurea operates through a vertically integrated business model and an ecosystem of 8 brands: OroCash, Luxury Zone, GioiaPura, Alfieri & St.John, OroCaja, Super Efectivo, OuroCaixa and OroCash Invest. With revenues exceeding **€830 million**, a **2023–2025 CAGR of +84%**, **adjusted EBITDA of €105.2 million** and more than **530 physical stores across 5 countries**, the Group handled over **11 tonnes of gold in 2025**.
www.gens-aurea.it

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