

Equity Story

May 2025

DOUBLE-IMPACT DESIGNER FASHION ADOLFODOMINGUEZ



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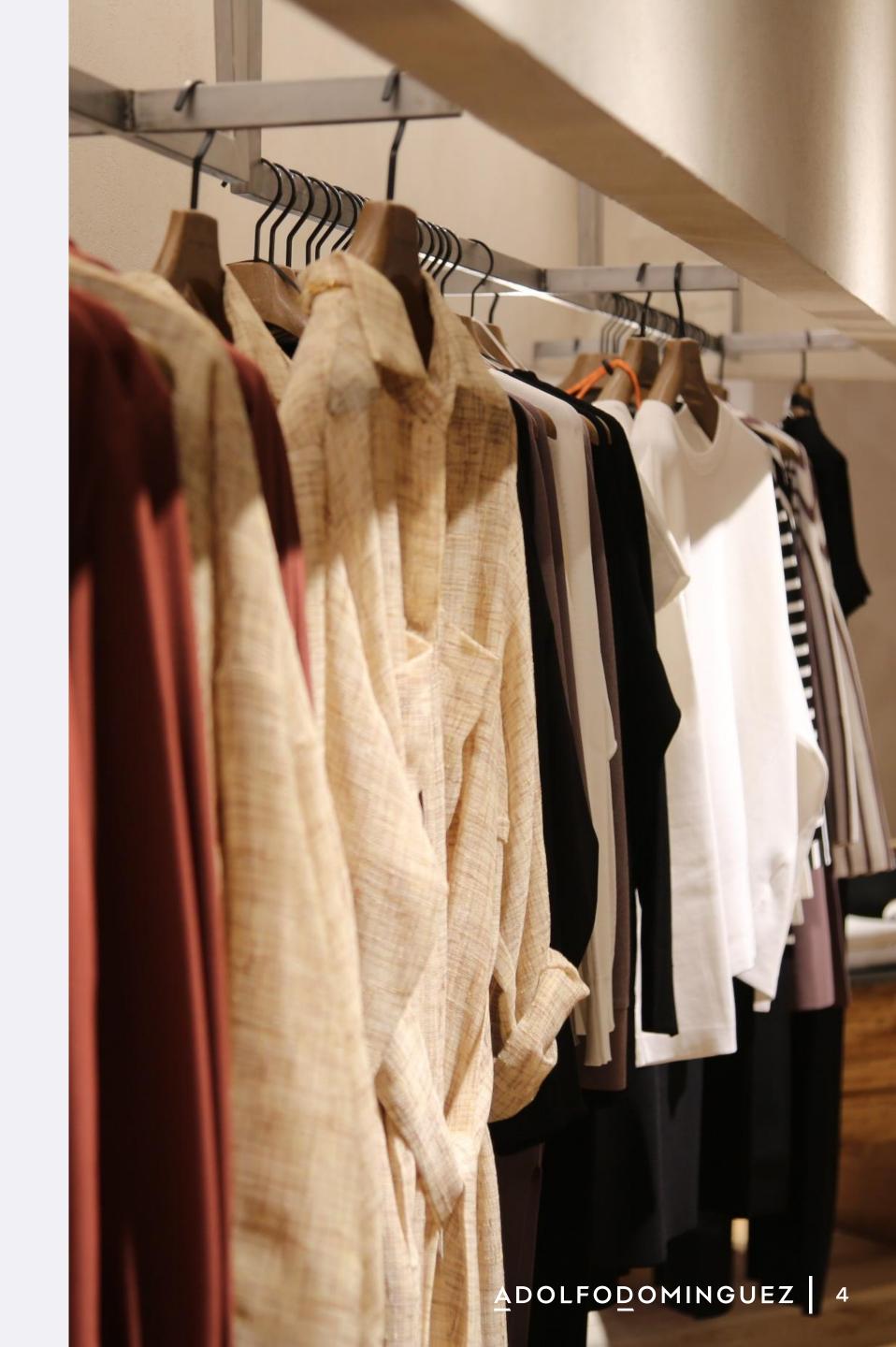
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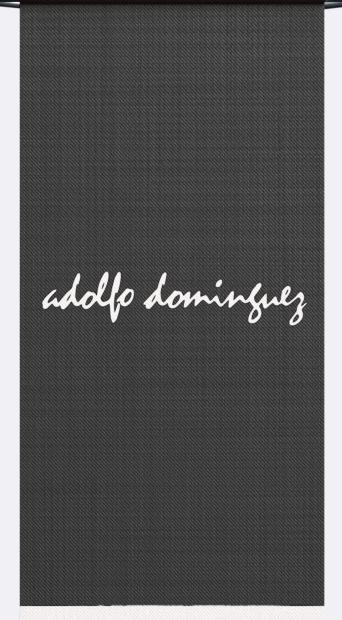


What is Adolfo Domínguez



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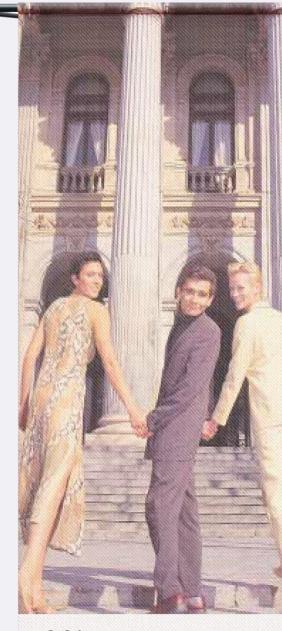
We are a designer fashion brand Our history



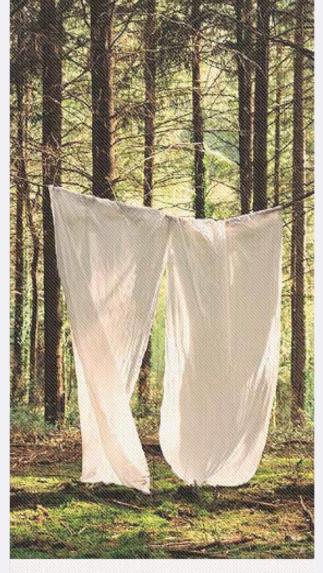
70's: We stopped being the tailor's store El Faro and became Adolfo Domínguez, the brand.



80's: Internationalisation. We opened stores in Paris and London. We dress the series Miami Vice. Resounding success of the slogan "Wrinkles are beautiful" which accompanies the clothing of an era.

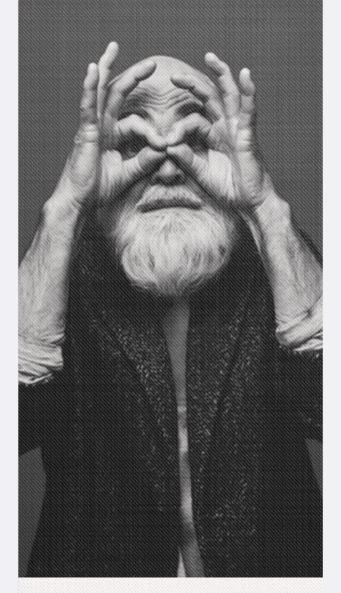


90's: Stock market. We were the first Spanish fashion brand to be listed.



2000's:

We launched the Ecological Manifesto. We stopped using fur in our garments. We created the first collection of environmentally friendly bags.



10's: Restructuring and repositioning of the store network. Modernisation of the company, brand and image. Launch of the "Be older" campaign.



Our purpose: to unleash the beauty that is in you, that is in everything.

Mission, vision and values

	DESDE 1976
ADOL	FODOMINGUEZ
UNA	DMOS MARCA AUGOR
	opa pensada para durar. dure más que las modas.
reemos en busc	ar la belleza en un lugar distinto en uno, encontrarla en todo.
	n de Galicia, creamos prendas en brillar desde el silencio.
Te invitama	a tierra, honramos la vida. s a que honres tu cuerpo. Je honres tu don.
	es importante. La ropa, sí.

Adolfo Domínguez Manifesto

Mission

To offer designer fashion at an affordable price.

Vision

To be a leading company in the world of designer fashion, whose brand guarantees products with their own sound.

Values

Kindness. Creativity. Excellence.

Double-impact designer fashion

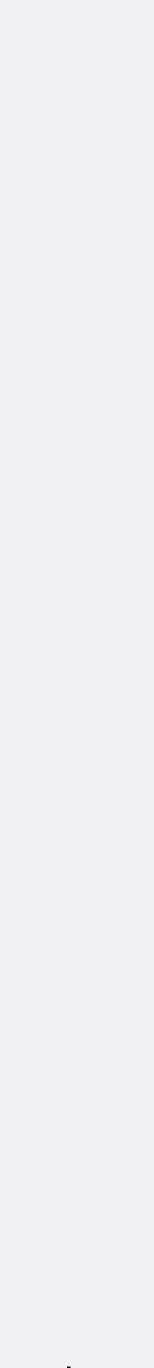
Our garments transcend age, gender and social status.

We are a brand for people who value:

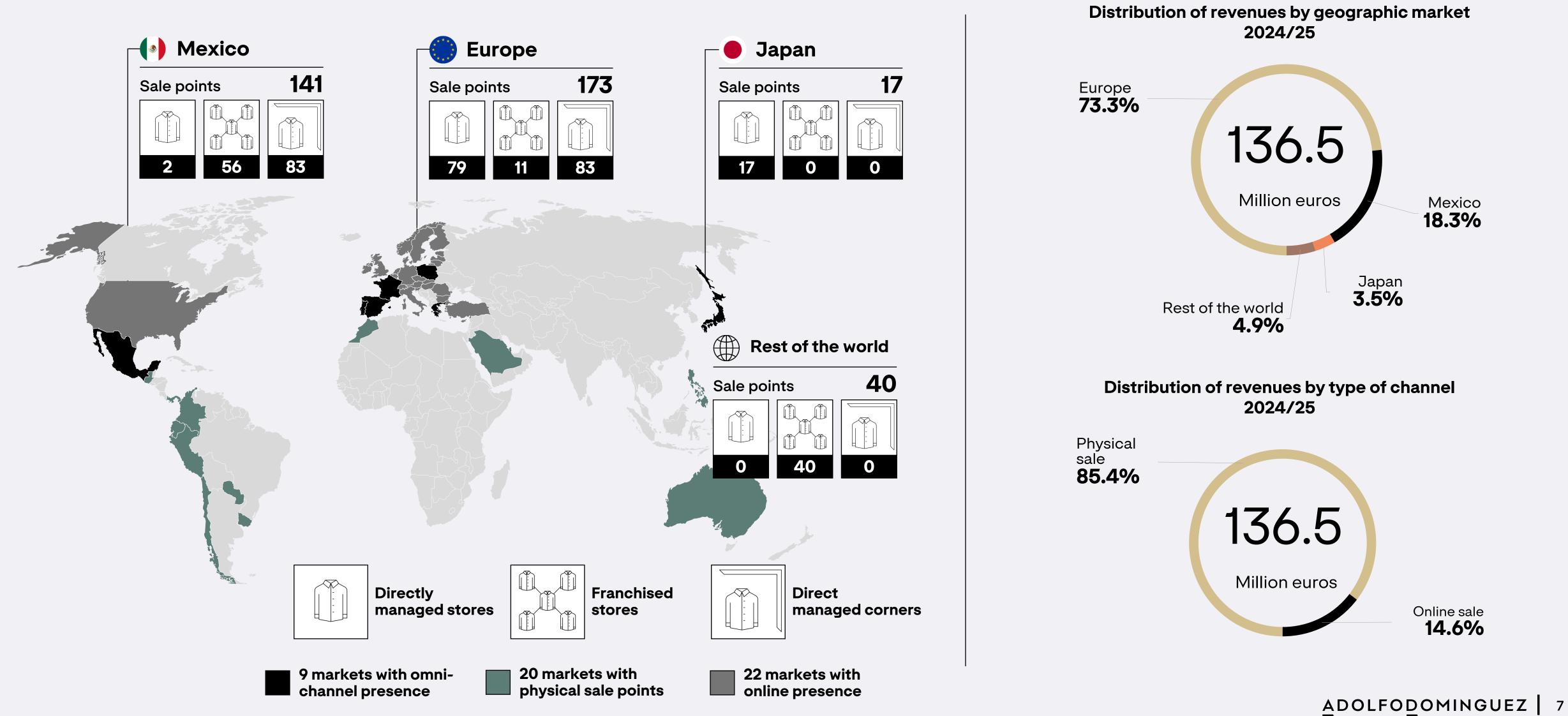
- \rightarrow The poetry and exclusivity of an author's brand.
- \rightarrow The quality and timelessness of sustainability.
- \rightarrow The majority of our customers are women.
- \rightarrow Our core target group is 35 to 55 years old.
- \rightarrow The fastest growing target is the 18-34 age group, followed by the 35-44 age group.

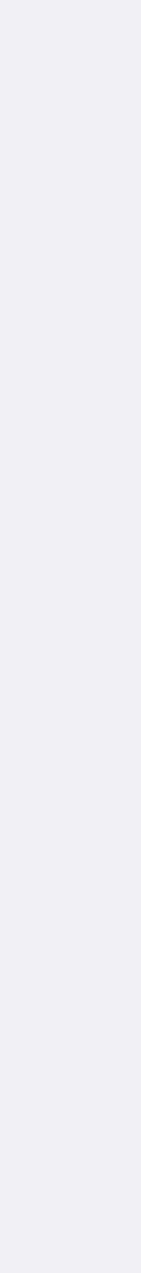
Our collections:

Women's textiles: ADW	Men's textiles: ADM	Perfumes
Women's accessories: ADCW	Men's accessories: ADCM	Glasses



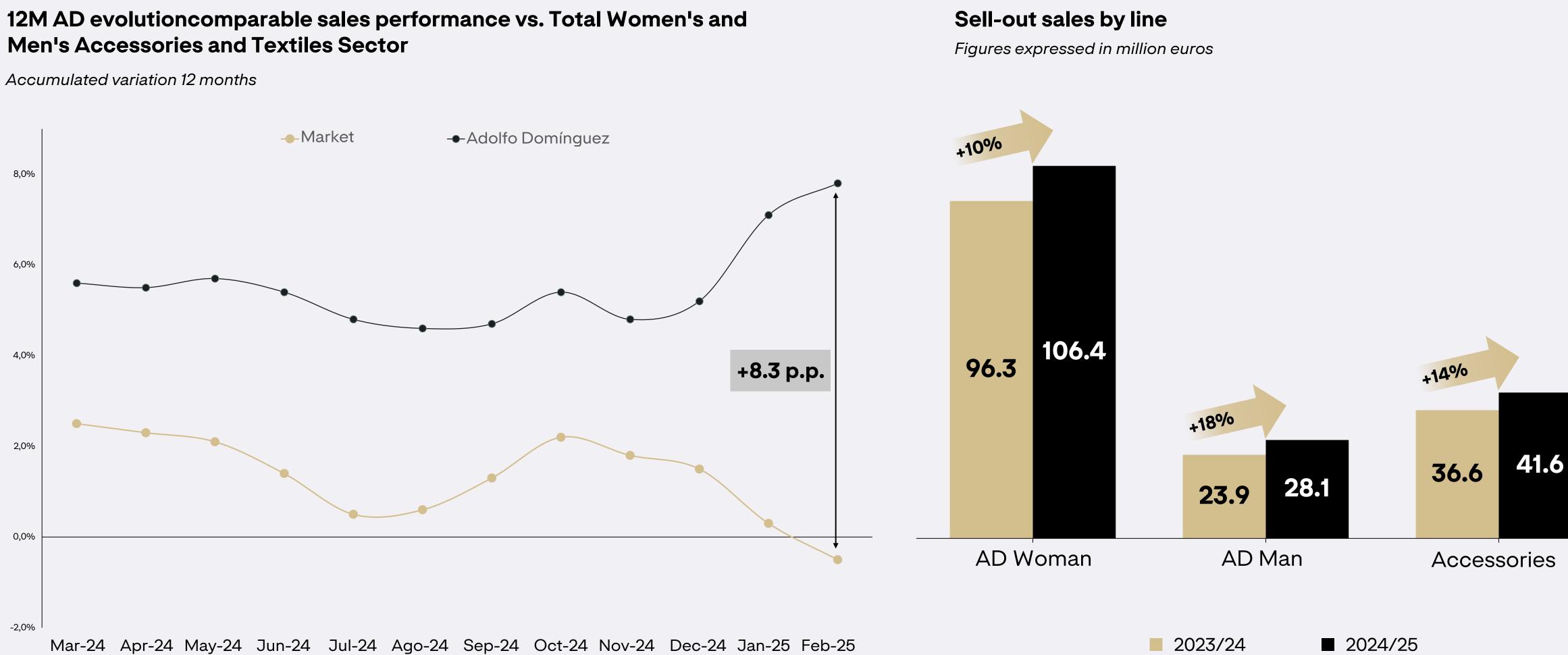
Our network: 371 sale points and global presence in 51 countries





We are growing faster than the market and in all lines of business

Men's Accessories and Textiles Sector



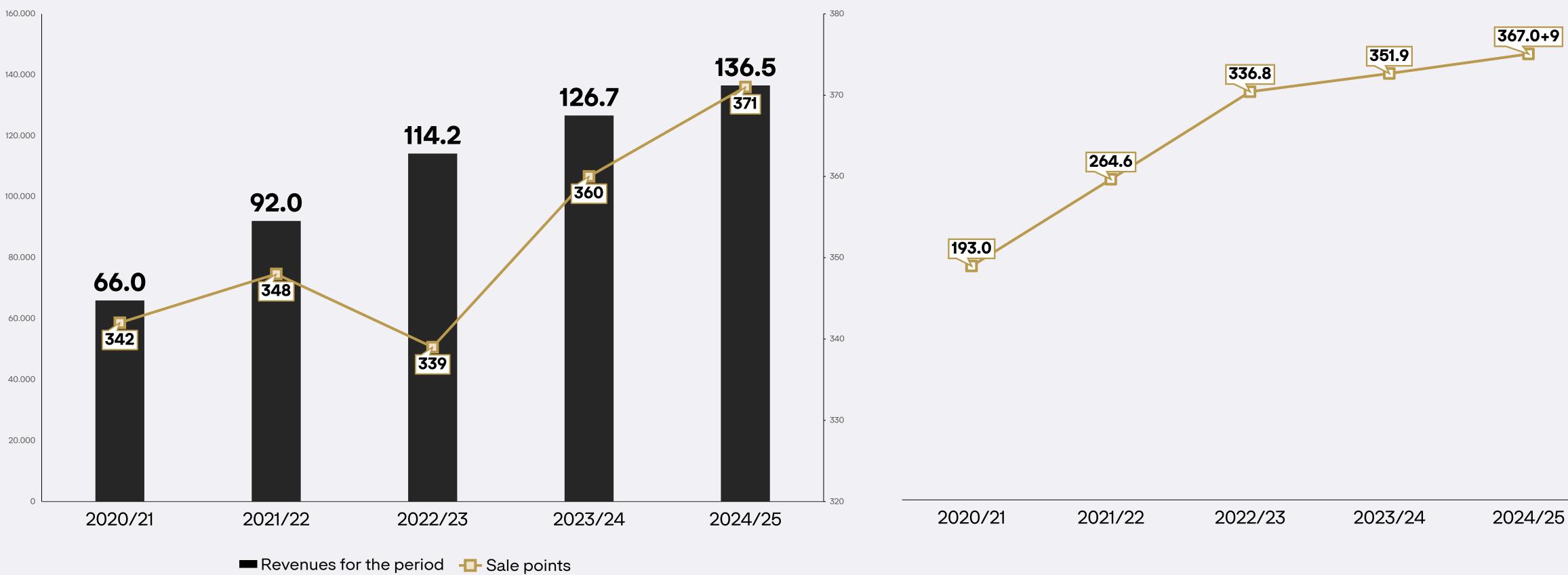
2023/24 ■ 2024/25



Positive evolution of the repositioning strategy for sale points

Annual evolution of sales and sale points

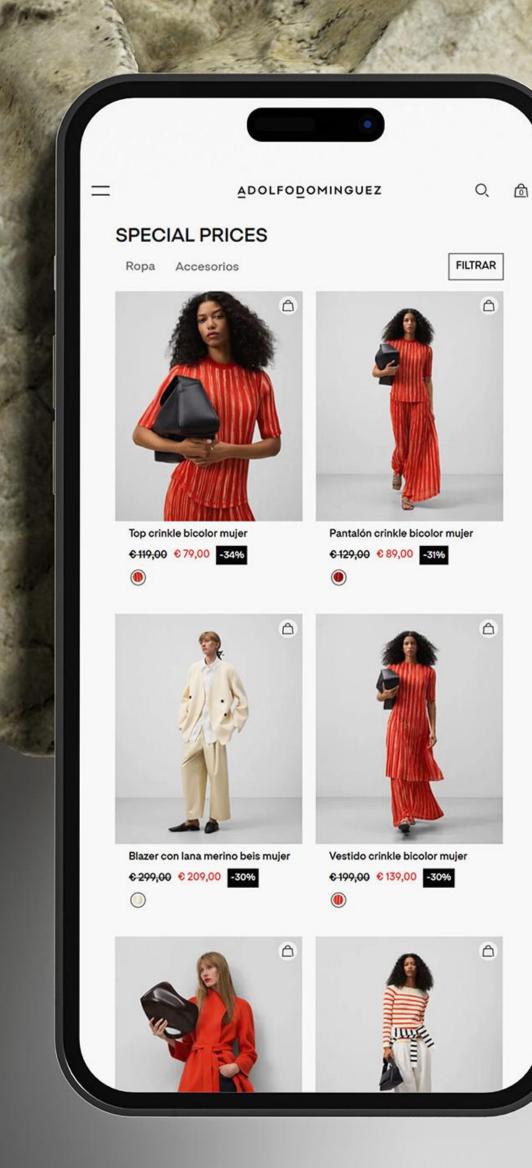
Figures expressed in million euros and sale points at the end of the period



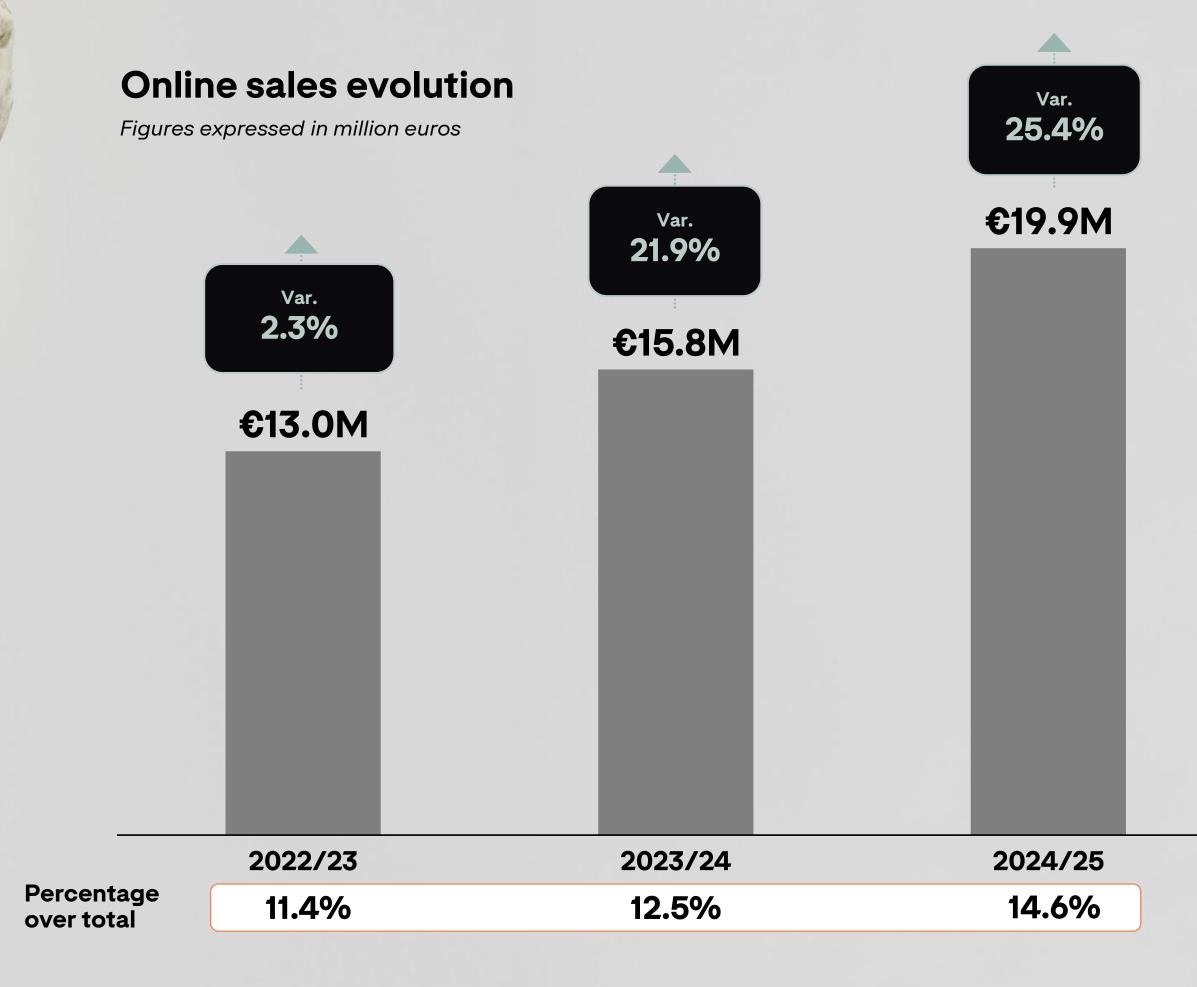
Average revenue per sale point

Figures expressed in thousand euros

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The online channel continues to grow at higher rates than in the last two years

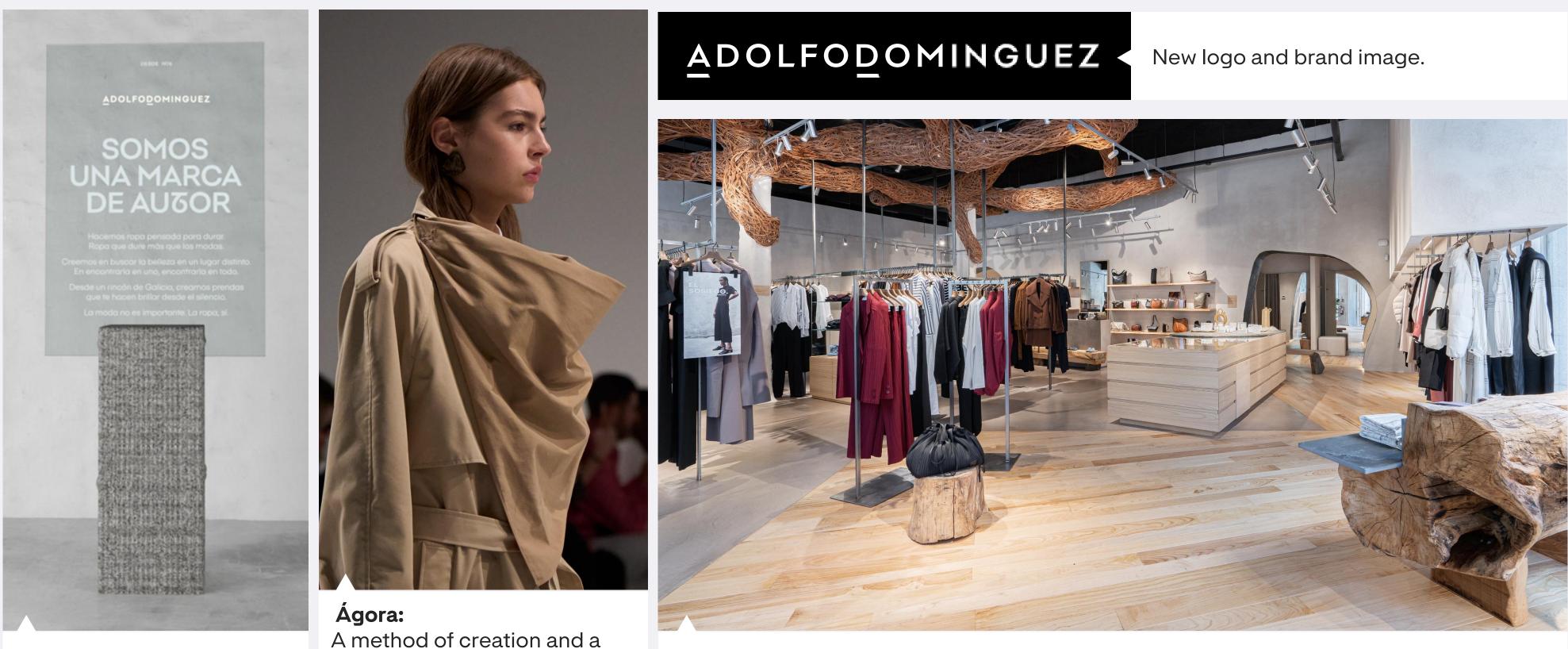


2

Management and transformation



Adolfo Domínguez: the repositioning of a unique brand.



Adolfo Domínguez: : Signature essence.

concept for creating a collection.

New store concept: : Open and luminous spaces. Natural materials and signature details.

ESTE TIEN 40 AÑOS

PRA ROPA DURE S QUE LAS MODAS. SÉ MÁS VIEJO.

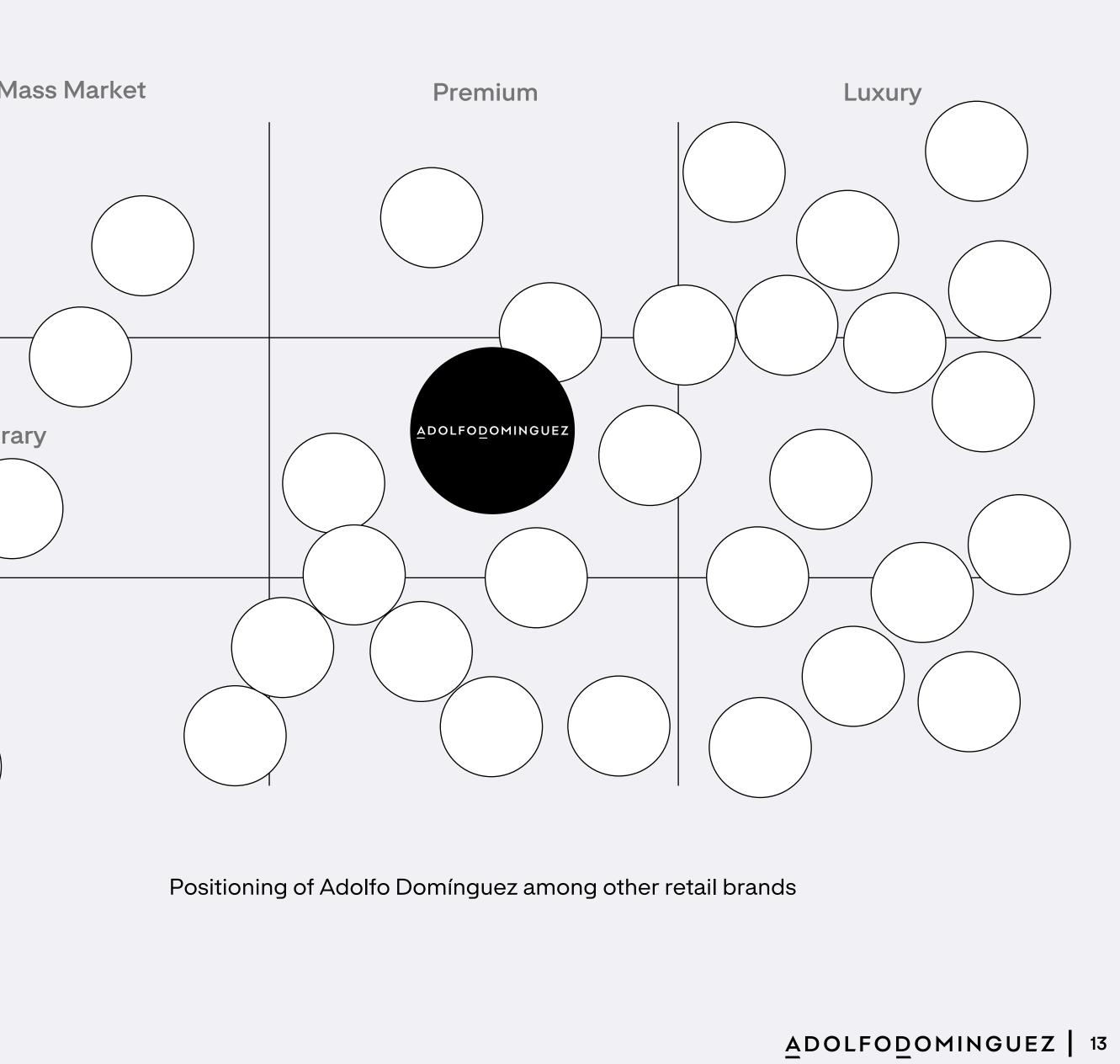
ADOLFODOMINGUEZ

Promoting a new dialogue with society through communication campaigns. **Be Older.**

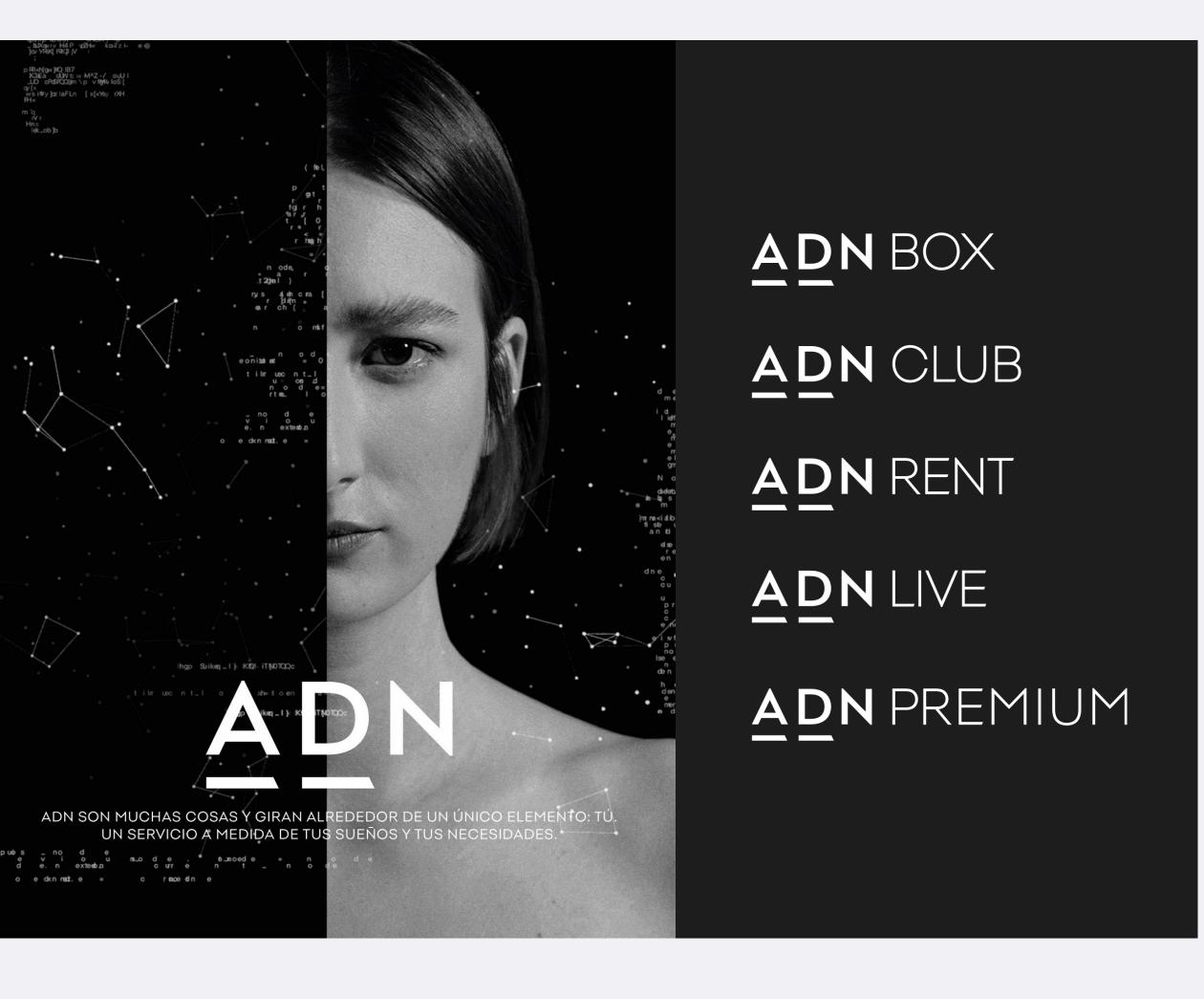


A premium and contemporary brand

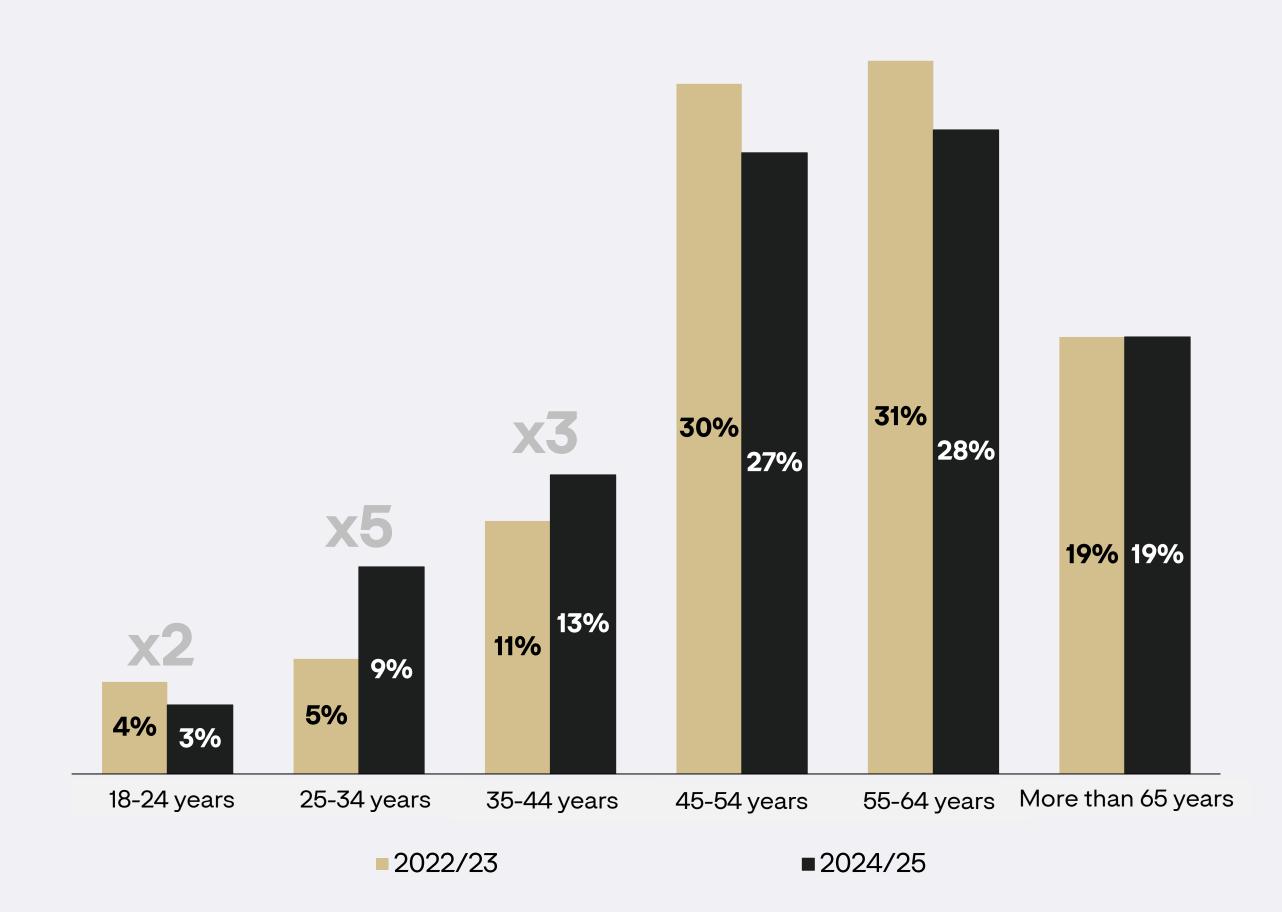
	Ν
	Trendy
Premium segment	
Mature customer with high purchasing power	Contempor
Design at a more convenient price	
It values the design and quality of the products	
	Classic



ADN Ecosystem: innovation and new services



Evolution of the ADN CLUB portfolio in Spain and Portugal



Commitment to sustainability: a brand with a positive impact

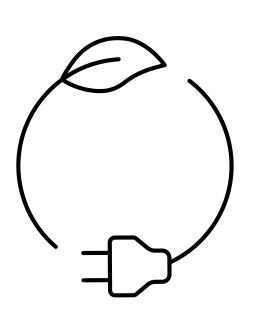


Percentage of garments with sustainable characteristics



+5 pp vs. 2023/24

fashion company with B Corp certification.



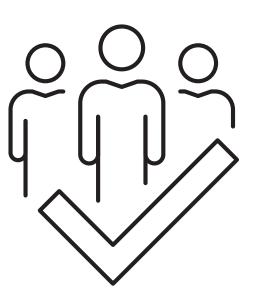
We reached 96% of renewable energy in Spain and continued to reduce emissions.

Scope 1 and 2 emissions:

-5.8% vs. 2023/24

Intensity of emissions over revenues:

-14.1% vs. 2023/24



Percentage of suppliers with social audits increases

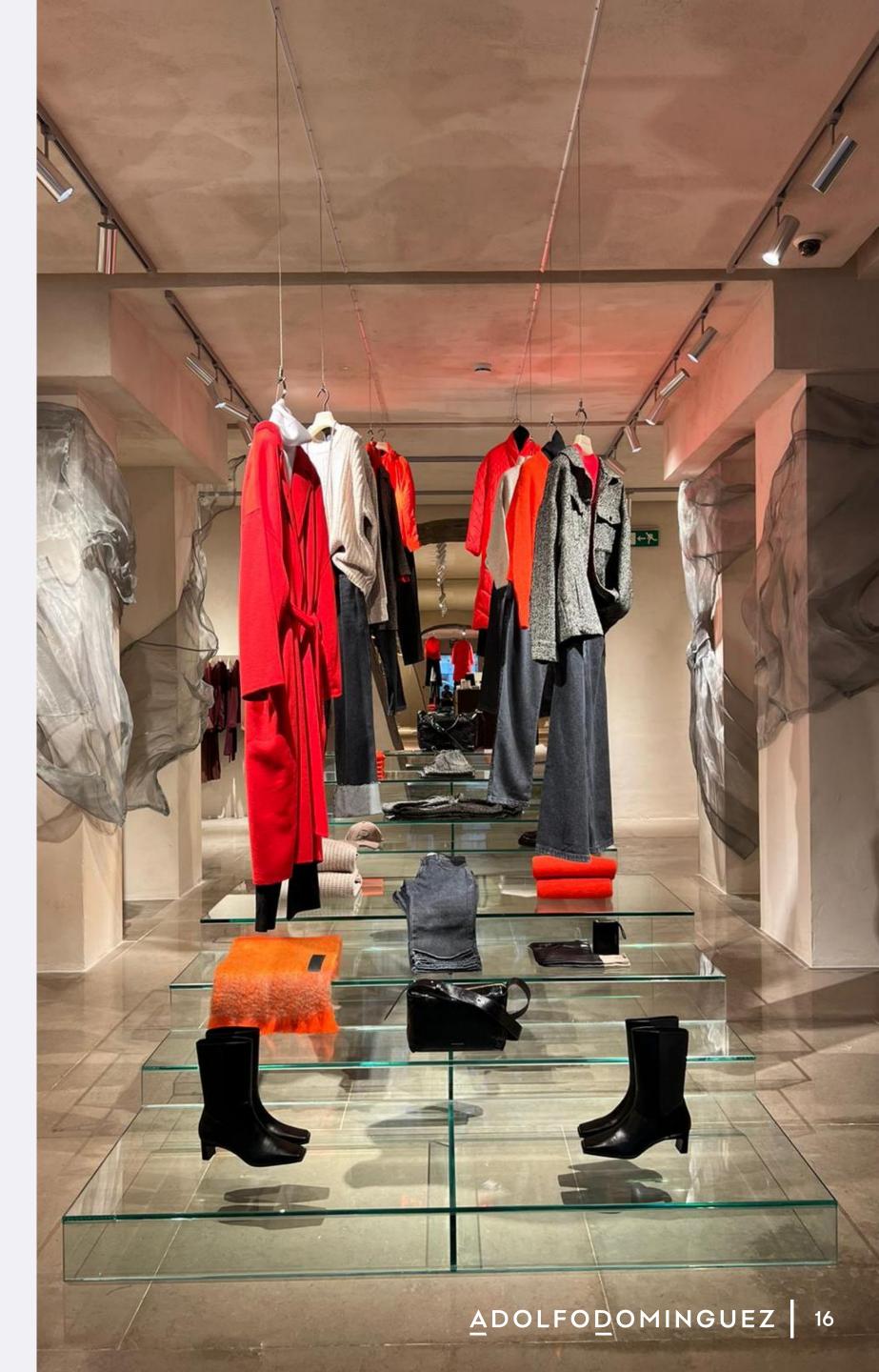


+12 pp vs. 2023/24



3

Results: consolidation and growth



2024/25 key financial figures



Var. 2023/24: **7.8%**



EBITDA



Var. 2023/24: (2.6)%



NFD

€7.3M

Var. 2023/24: (32.9)%



NFD / EBITDA

0.43x

Var. 2023/24: (0.20) p.

* Net Financial Debt doesn't include lease liabilities; EBITDA doesn't include effect of IFRS16 reversion.



EBIT

€2.9M

Var. 2023/24: (17.3)%



NET RESULT €0.9M

Var. 2023/24: **24.4%**



NFD / NET EQUITY

0.43x

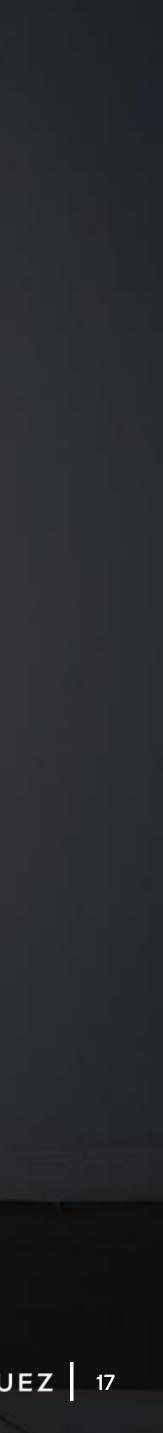
Var. 2023/24: (**0.15) p.**



MARKET CAPIT.



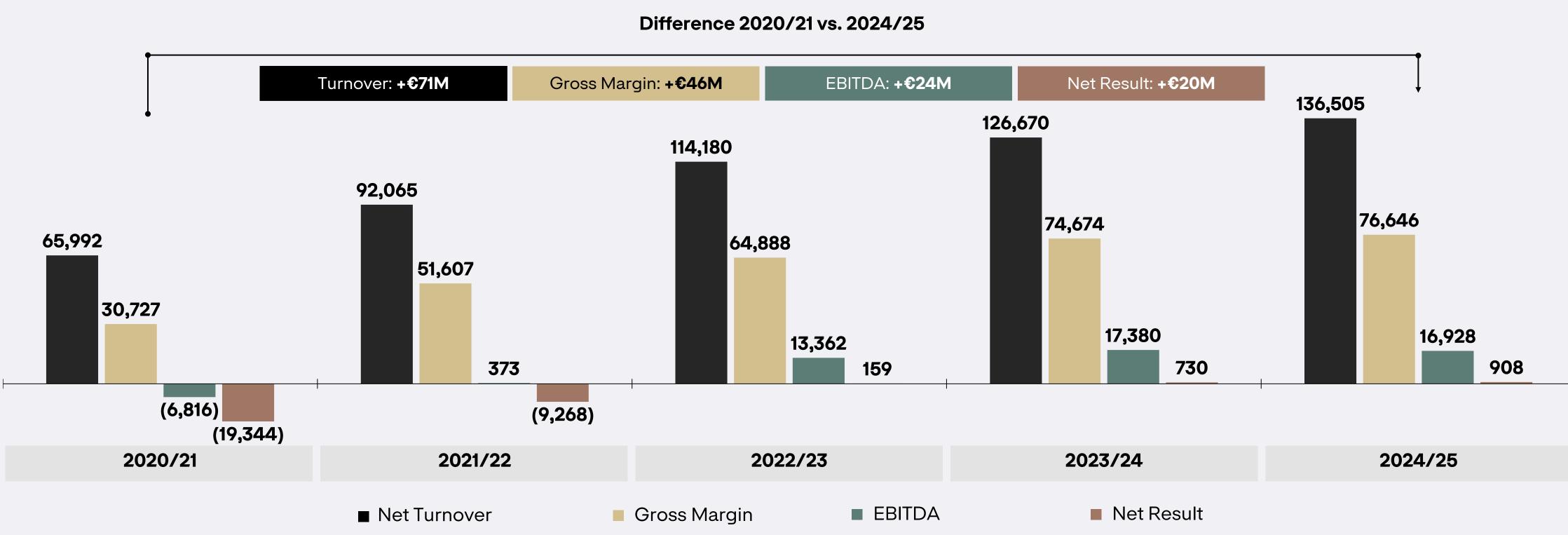
28.02.2025



The firm generates €20M more profit than in 2020/21

Turnover evolution vs Gross margin vs EBITDA vs Net result years 2020/21 to 2024/25

Figures expressed in thousand euros

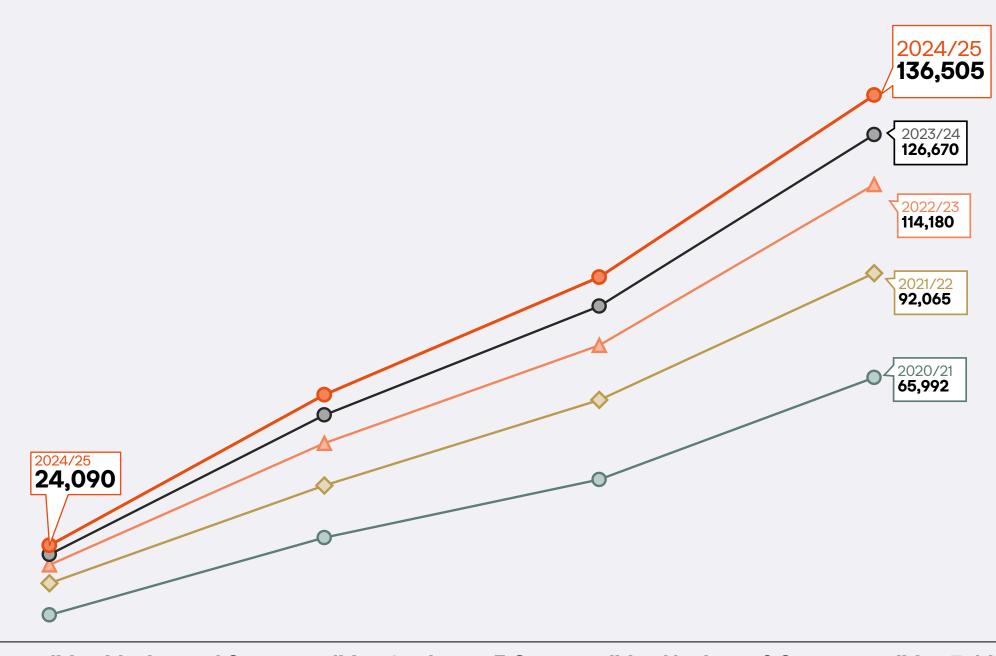




Year-over-year increase in sales in all quarters on a sustained basis since 2020/21

Accumulated quarterly sales evolution

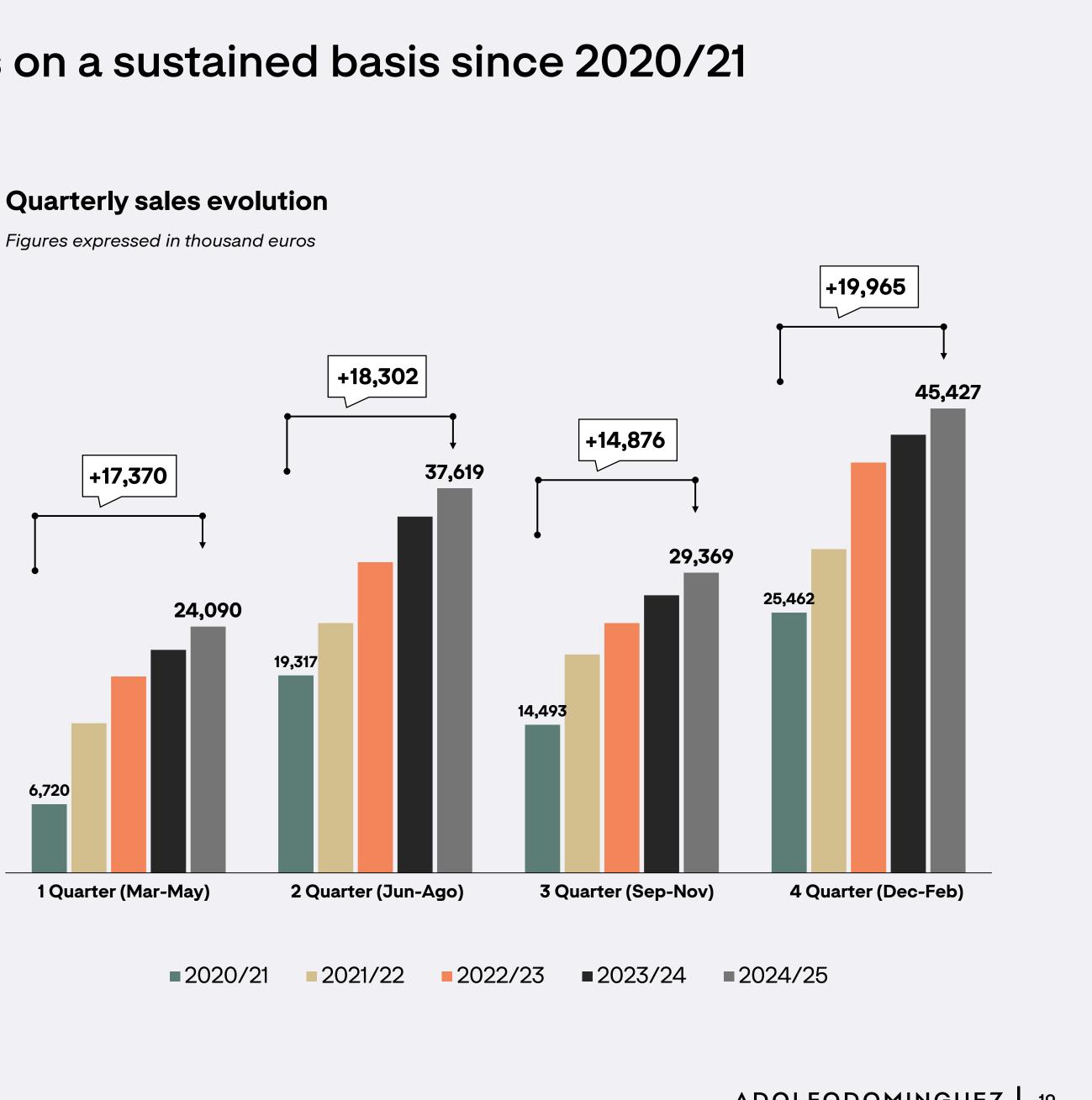
Figures expressed in thousand euros



1 Quarter (Mar-May) 1 Semester (Mar-Ago) **3** Quarters (Mar-Nov) 2 Semesters (Mar-Feb)

 $-2020/21 \rightarrow 2021/22 \rightarrow 2022/23 -2023/24 \rightarrow 2024/25$

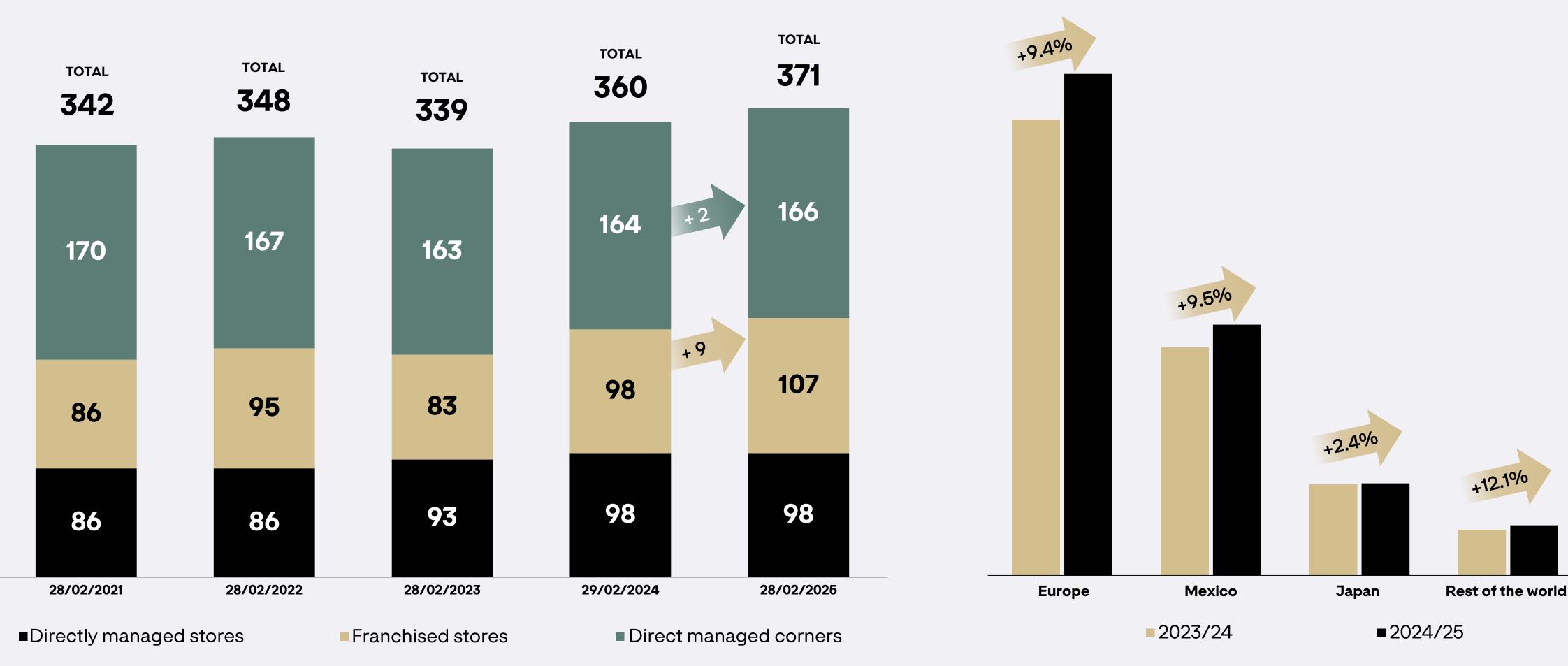
Quarterly sales evolution



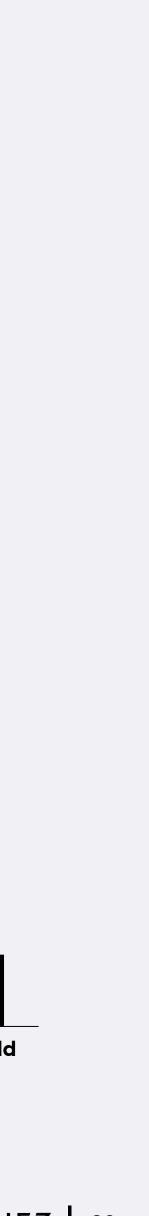
Gestión activa de la red de distribución con foco en zonas premium y mayor eficiencia y crecimiento LfL en todos los mercados

Sale points evolution by category

Figures expressed in units





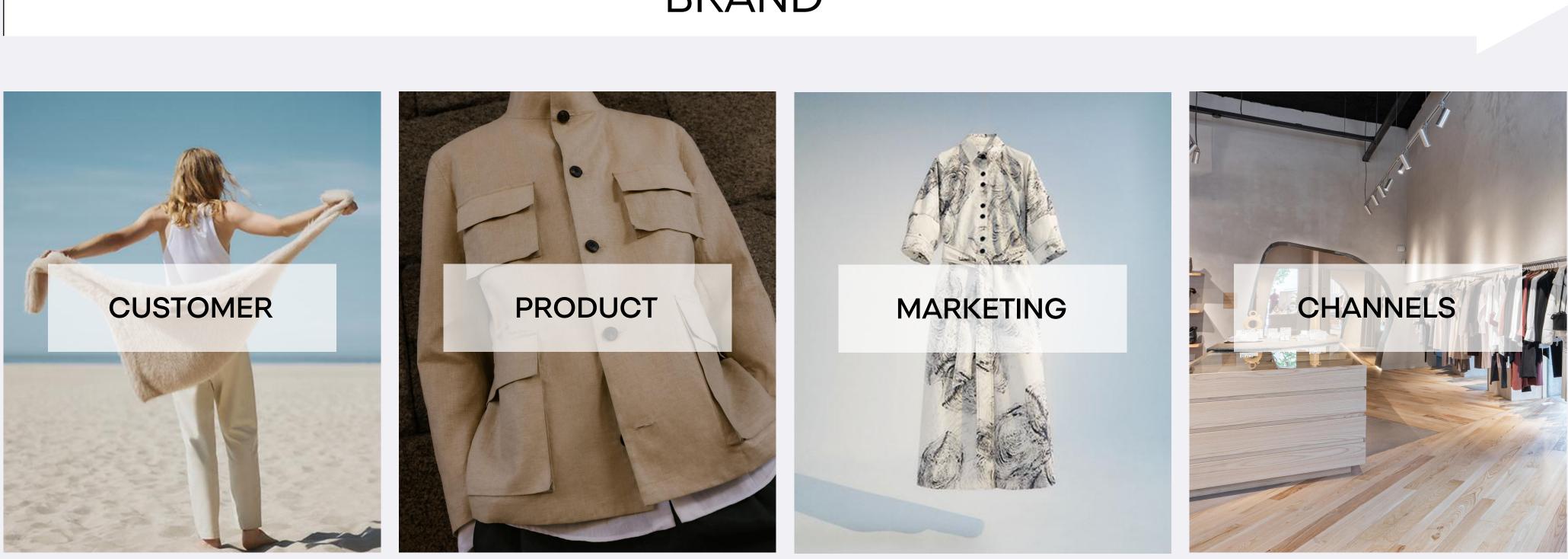


Vision and growth levers



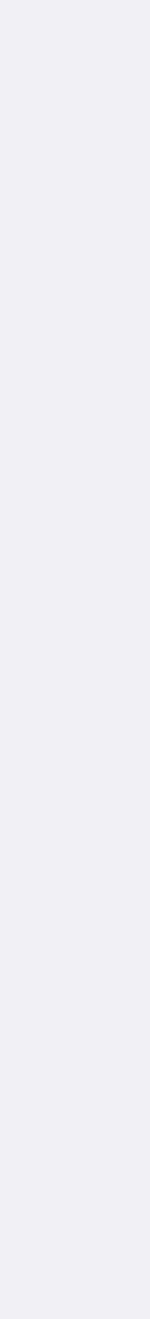


Levers to capture new growth opportunities

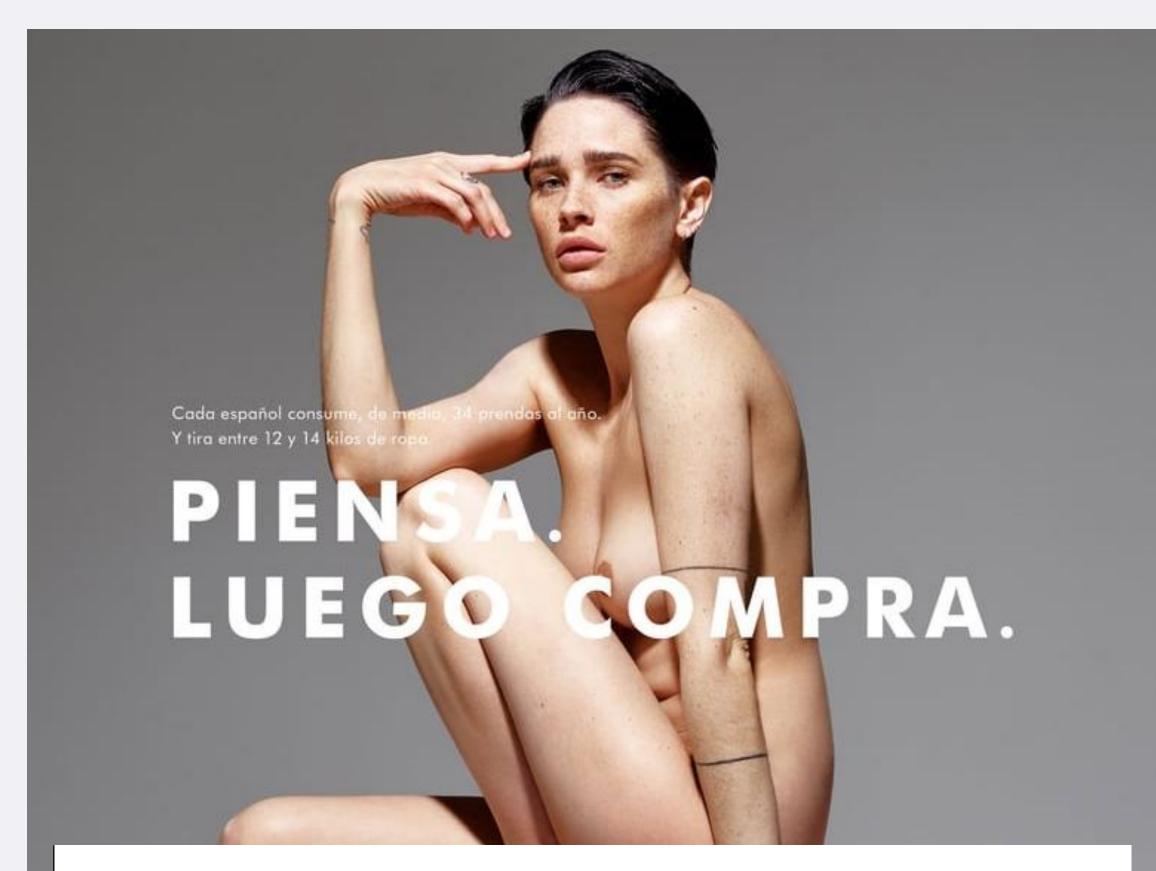


OPERATIONAL MODEL

BRAND



A company that lives up to the brand



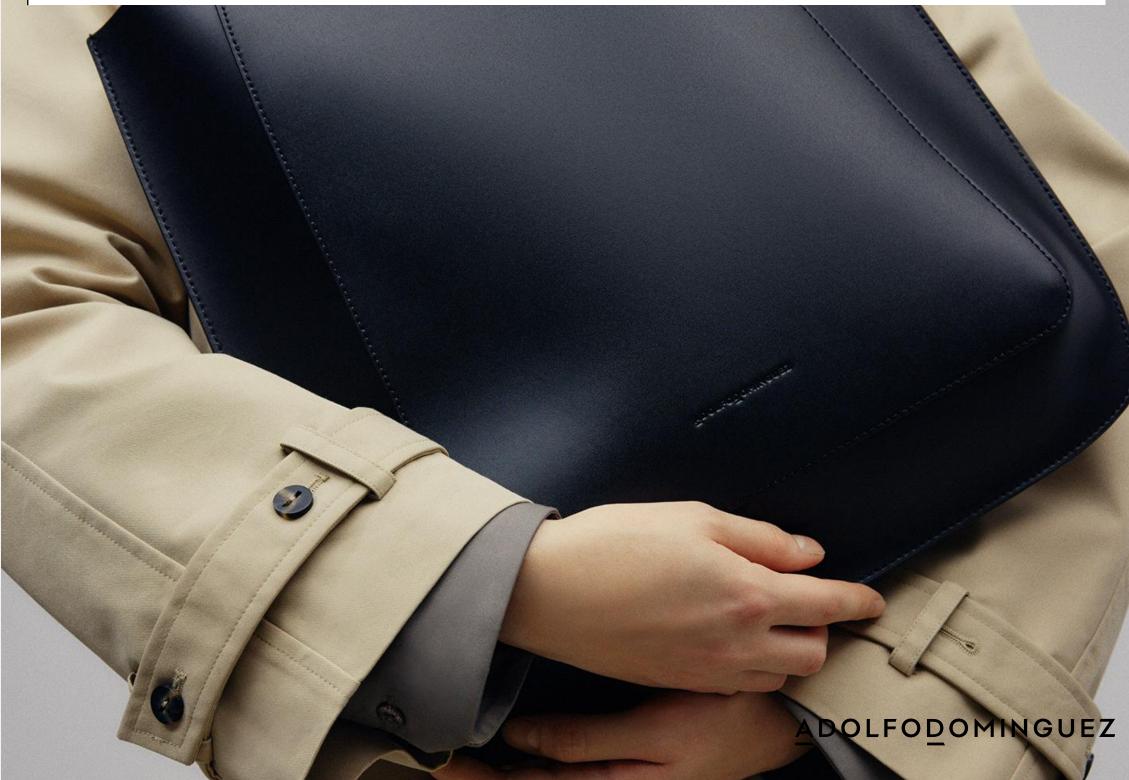
Reinforcement of brand positioning with core customers (present) and new generations (future).



Designer fashion connected with its moment



Evolution of collections according to brand essence, trends and new social habits to support brand positioning.







Investment in Marketing and Communication focused on the customer

Boosting the strategy to support the reinforcement of brand positioning.

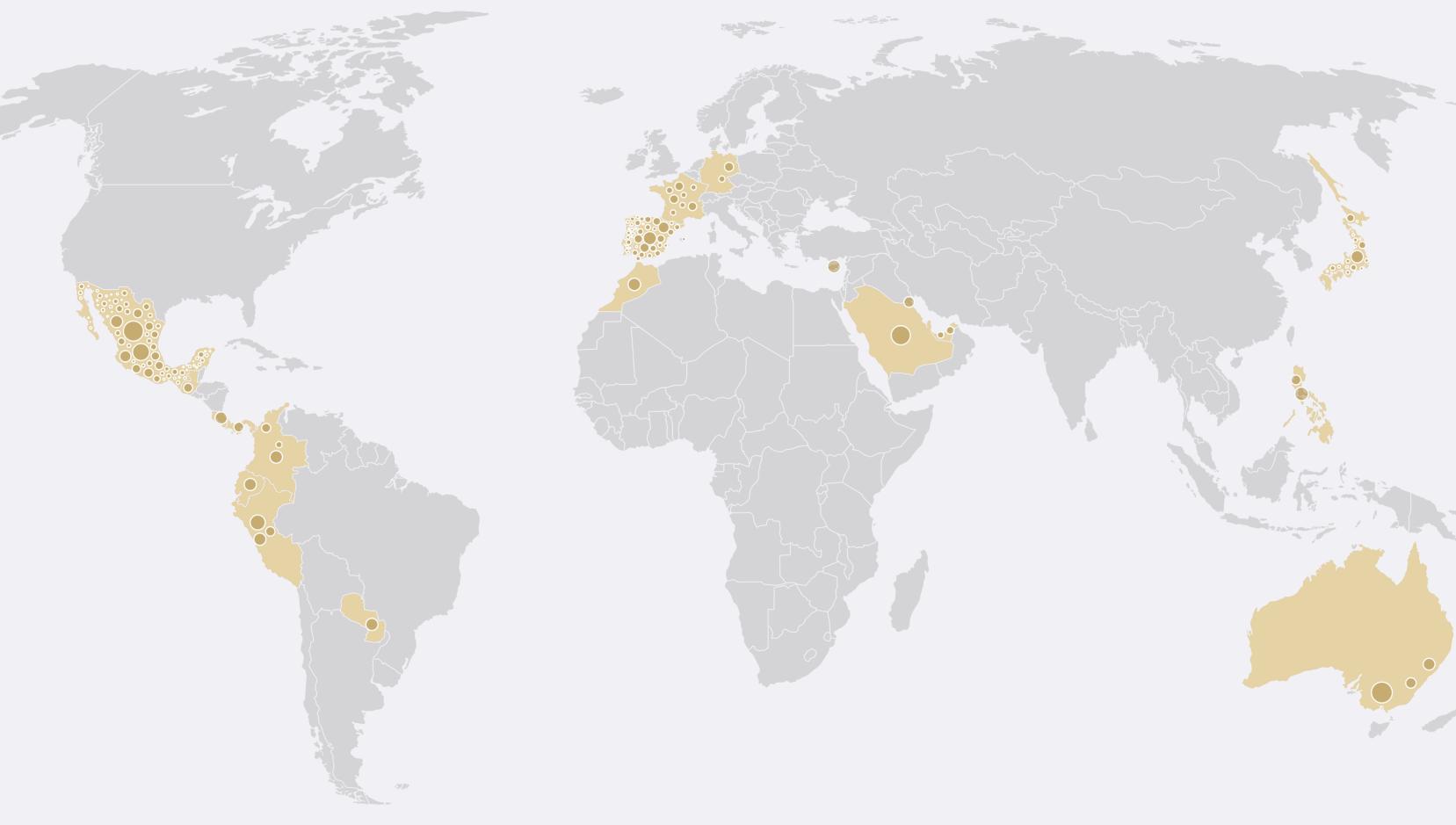
Consolidation of the growth of the ADN Ecosystem for greater engagement and brand loyalty.

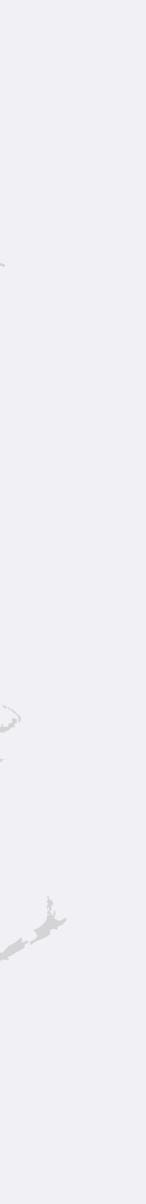
Strengthen presence in social networks and dissemination in social channels (social commerce).



An optimised and better positioned commercial network

- 1. Continuous improvement of the optimisation of the commercial network (full price and outlet) and online store.
- 2. Promotion of presence in mature, brand-friendly markets and in new markets with selective openings.
- 3. Boosting the omni-channel strategy.
- 4. Internationalisation through key agreements.
- 5. Development of online channel and presence in marketplaces.
- 6. Optimisation of the outlet channel.





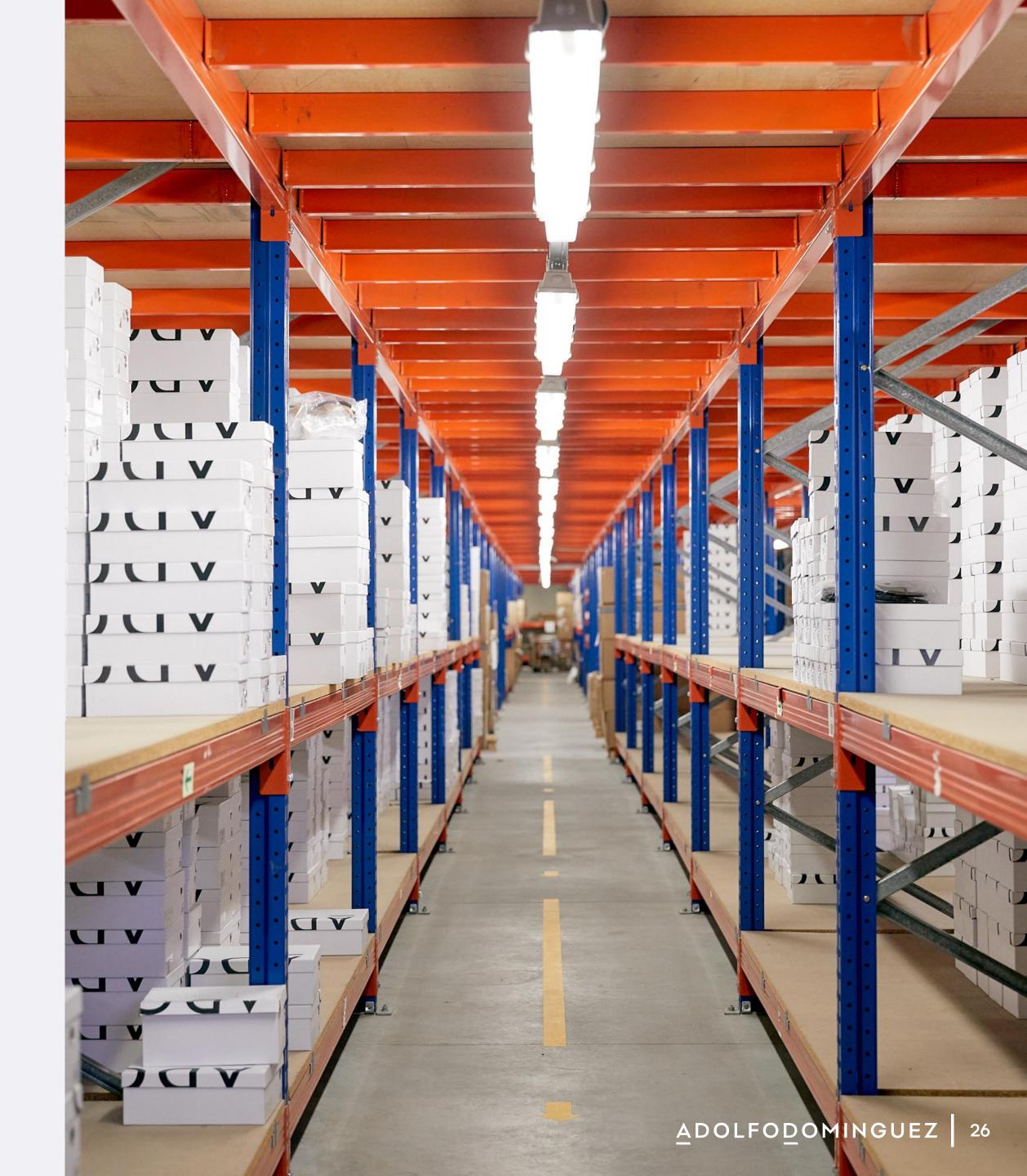
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Operational model

Continued digitisation of processes.

Increased efficiencies and sustainability in the supply chain.

Greater agility in decision making based on data analysis.



5

Adolfo Domínguez as an investment opportunity



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Why invest in Adolfo Domínguez



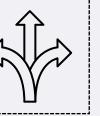
Consolidation phase completed and entering a new growth cycle.



High recognition of the brand's value proposition by customers at national and international level.



Better **positioned and optimised** commercial **network**.



Successful omni-channel strategy with growth potential due to its commitment to innovative services.



Consolidated **international** experience and high **growth** potential.



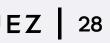
High cash generation capacity coupled with a strong net financial position.



Technological innovation for better customer service.



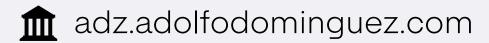
Well positioned in commitment to sustainability.



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in www.linkedin.com/company/adolfo-domínguez-relaciones-con-inversores

