

Mulberry Group plc
Directorate Change - Chief Executive Officer

Mulberry Group plc ("the Group" or "Mulberry"), the British luxury brand, today announces that Andrea Baldo has been appointed to the Mulberry Board as Chief Executive Officer ("CEO") replacing Thierry Andretta who is stepping down from the Board and leaving the Company with immediate effect.

Andrea has over 20 years' experience leading brands in the fashion industry. In his most recent position as CEO and Executive Director of GANNI A/S (2018-2024), Andrea drove the international growth of the business through a focus on retail network development, product innovation, and a sharpening of the brand identity to increase customer engagement.

Prior to this, Andrea spent time at fashion brands Coccinelle SpA (2016-2018) and Marni Group Srl (2013-2016) respectively. In both positions, Andrea redefined the strategic priorities for the businesses, ultimately leading to improved sales and profitability performance. He has also held leadership positions at Diesel for over ten years including as Chief Operating Officer of the US business.

Andrea Baldo will join the Mulberry Board as CEO on 1 September 2024.

Chris Roberts, Chairman said: *"I am pleased to be able to announce the appointment of Andrea Baldo. Following our search process, it was clear that Andrea's international fashion brand expertise, creativity and strategic thinking meant he was absolutely the right person for this role. I'd also like to thank Thierry for his contribution to the business."*

Andrea Baldo, incoming Chief Executive Officer commented *"I am thrilled to join Mulberry at such a pivotal moment and to build upon the strong sustainability credentials of this iconic luxury brand. I look forward to leading the business and its talented team into the next chapter."*

Additional information on Andrea Baldo:

Andrea Baldo (aged 52) is an Italian national but resides in the UK. He holds, or has held in the past five years, the following directorships:

Current	Past (5 years)
Baldo Strategy Limited	Ganni A/S

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FOR FURTHER DETAILS PLEASE CONTACT:

Headland (Public Relations)

Lucy Legh / Joanna Clark
mulberry@headlandconsultancy.com

Tel: +44 (0) 20 3805 4822

Houlihan Lokey Advisory Limited (Financial Adviser and NOMAD)

Tim Richardson

Tel: +44 (0) 20 7839 3355

Peel Hunt LLP (Corporate Broker)

James Thomlinson

Tel: +44 (0) 20 7418 8900

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