

THE PRINCIPLES THAT GUIDE US

The Armani Group looks ahead, following a path shaped by the **9 FOUNDING PRINCIPLES** outlined by Giorgio Armani.

- I. Ethical management of activities, with fairness and moral integrity
- II. Priority on the continuous development of the name «Armani» at a global level
- III. A careful policy of diversification and segmentation of the various corporate brands, while maintaining consistency in stylistic activity, product image and communication
- IV. Pursuit of an essential, modern, elegant and understated style, with attention to fit and detail
- V. Focus on innovation, excellence, quality, and sophistication of the product
- VI. A cautious approach to acquisitions, limited solely to those aimed at developing skills not already existing internally in terms of market, product or channel
- VII. Maintaining an adequate level of investment to enable the continuous development of the brands
- VIII. Balanced financial management and limited use of financial debt
- IX. Adequate reinvestment of profits into the company to support long-term liquidity generation