



POZZI MILANO

Press Release

POZZI MILANO: ACQUISITION OF 90% OF VENDITIO SAS, MASTER AGENT OPERATING IN THE TABLEWARE AND KITCHENWARE SECTOR IN FRANCE AND A LONG-STANDING PARTNER OF THE COMPANY

Monticelli Brusati (BS), March 24, 2025 – Pozzi Milano S.p.A. (“**Pozzi Milano**” or the “**Company**”), operating in the tableware fashion sector and owner of the “EasyLife” brand, as well as, through its subsidiary Pozzi Brand Diffusion S.r.l. (“**Pozzi Brand Diffusion**” – collectively with the Company, the “**Group**”), the “Pozzi” and “Castello Pozzi” brands, object of a licensing strategy, announces that, on March 21, 2025, the acquisition of 90% of the share capital of Venditio SAS (“**Venditio**”), a master agent specializing in the promotion and sale of tableware and kitchenware products based in Montélimar, France (the “**Acquisition**” or the “**Transaction**”), was formally completed following the signing of the binding agreement (the “**Contract**”). The Transaction also includes an option to acquire the remaining 10%, exercisable in two tranches by April 30, 2027.

The Acquisition represents a **strategic step** in strengthening its presence in the **French market**, a key area for Pozzi Milano’s expansion, accounting for approximately **20% of the Company’s revenues** as of **December 31, 2023**. Through this Transaction, the Group initiates its external growth strategy and establishes a **strategic hub for all its brands**, significantly expanding its distribution and commercial capacity, optimizing the **supply chain**, and further enhancing the commercial expertise gained in the French market.

Diego Toscani, Chairman of Pozzi Milano, stated: *“This acquisition represents a strategic step for the growth and consolidation of Pozzi Milano in France. Venditio, with its proven experience in the French market and already a partner of Pozzi Milano, will allow us to significantly strengthen our presence in a country where the tableware sector is particularly relevant and where Italian products are highly appreciated by consumers. Moreover, having a direct presence in France paves the way for potentially more effective external growth. Thanks to this operation, we will optimize the management of our commercial network and enhance support for local clients with a more deeply rooted structure in the territory”.*

Fabio Sanzogni, Chief Executive Officer and Vice Chairman of Pozzi Milano, added: *“The integration of Venditio within our Group represents a strategic opportunity to strengthen our direct positioning in France. Venditio boasts specific know-how in the sale of tableware and kitchenware products, along with a solid commercial network—elements that will enable us to optimize sales operations and provide a more efficient and targeted service to our French partners. The consolidation of our direct presence in the French market will allow us to maximize the value generated throughout the entire supply chain, enhancing the Group’s competitiveness at an international level”.*

Venditio Profile

Founded in 2017, Venditio has established itself as a **master agent** specializing in the promotion and sale of tableware and kitchenware products. **As of June 30, 2024**, Venditio, with a team of **eight professionals**,



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operates as a reference point in the commercial brokerage sector, providing strategic consulting and negotiation services for prestigious brands. **As of December 31, 2023**, Venditio represented the **EasyLife** and **Pozzi Milano 1876** brands in **France** and **Belgium**, strengthening its position thanks to a highly specialized distribution network. Over the past **three fiscal years**, Venditio has managed a total **business volume** exceeding **€10 million** on behalf of the Company, confirming its strong operational and commercial capabilities.

Terms and Details of the Transaction

The Transaction concerns the acquisition by Pozzi Milano of 90% of the share capital of Venditio, with an option to acquire the remaining 10% for a total consideration of €750,000, of which €675,000 has already been paid using own funds for the acquisition of 90% of Venditio's share capital. For the **remaining 10%**, an **option to purchase** has been agreed, which Pozzi Milano may exercise in two tranches starting from **July 1, 2025**, by paying a consideration of €37,500 per tranche, as previously established by the parties, within the following terms: the **first tranche**, relating to the first **5%** of the share capital, may be exercised between **July 1, 2025, and September 1, 2025**; the **second tranche**, relating to the remaining 5%, may be exercised between **February 28, 2027, and April 30, 2027**.

Advisors

The Transaction was overseen for Pozzi Milano by Studio Legale Zaglio-Orizio-Braga & Associati and Studio Legale EQA Avocats as legal advisors, and by Studio Sala-Gnutti & Associati for tax and accounting matters. Venditio was assisted by Studio Legale Dumont-Latour Avocats as legal advisor.

It should be noted that the Acquisition does not qualify as a significant transaction pursuant to Article 12 of the Euronext Growth Milan Issuers' Regulation, as the relevance indices set out in Schedule Three of the same regulation remain below 25%.

Any updates regarding the Transaction will be promptly communicated to the market.

For the transmission and storage of regulated information, the Company utilizes the 1Info dissemination system (www.1info.it), managed by Computershare S.p.A., headquartered in Milan, Via Lorenzo Mascheroni no. 19, and authorized by CONSOB.

This press release is available on the Company's website (www.pozzimilano.it) in the Investor Relations/Financial Press Releases section and on www.1info.it.



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About Pozzi Milano S.p.A.

Pozzi Milano is headquartered in Monticelli Brusati (BS), Italy, and operates in the tableware industry, creating medium-to-high-end “Themed Tableware” collections and gift items under its proprietary EasyLife brand, which has been on the market for over 15 years. Through its subsidiary Pozzi Brand Diffusion, the Company owns the “Pozzi” and “Castello Pozzi” brands, which are managed under a licensing strategy. To further expand its offering, since January 2022, the Company has also been distributing the “WD Lifestyle” brand internationally. Production is carried out entirely through full outsourcing, leveraging a well-established network of suppliers, primarily in China, Europe, and Italy. A distinctive feature of Pozzi Milano is its constant creation of new collections, thanks to its in-house creative team, which enables the Company to offer customers a comprehensive and trend-driven product range, making the concept of fashion for the table accessible.

For further information, please contact:

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