



POZZI MILANO

Press Release

THE BOARD OF DIRECTORS OF POZZI MILANO APPROVES CERTAIN KEY MANAGEMENT KPIs OF THE COMPANY AS OF JUNE 30, 2025¹

- **REVENUES:** €10.1 million (€9.4 million as of June 30, 2024; +7.5%);
- **NET FINANCIAL DEBT:** €2.2 million **cash negative**, increased mainly due to the expansion of the Company's scope through the acquisitions of Mascagni Casa S.r.l. and Venditio SAS, compared to €0.3 million **cash positive** as of December 31, 2024.

Monticelli Brusati (BS), July 30, 2025 – The Board of Directors of **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, which met today, reviewed the Company's preliminary individual revenues as of June 30, 2025, along with certain KPIs (not subject to audit).

Revenues amounted to **€10.1 million**, showing an increase of approximately 7.5% compared to €9.4 million as of June 30, 2024. The increase is mainly attributable to the expansion of the customer base in the reference market and to a stronger commercial penetration in certain high-value segments, despite the decline in average annual household spending due to inflationary pressures and the macroeconomic uncertainty generated by international conflicts. Approximately 65% of total revenues in the first half were generated in international markets, confirming the Group's strong export-oriented profile.

Net Financial Debt amounted to **€2.2 million cash negative**, up from €0.3 million cash positive recorded as of December 31, 2024. The increase is mainly due to the effects of the acquisitions of 100% of the share capital of Mascagni Casa S.r.l. ("**Mascagni**") and Venditio SAS ("**Venditio**") finalized during the first half of 2025. Both transactions are part of Pozzi Milano's strategic growth path, aimed at consolidating its presence in key markets and integrating complementary expertise within the Group's perimeter.

Diego Toscani, Chairman of Pozzi Milano, commented: *"The results for the first half of 2025 confirm the strength of our model and the consistency of the strategic vision we are pursuing. The strengthening of our international presence, together with the entry of companies such as Mascagni Casa and Venditio into the Group's perimeter – whose effects will unfold over the coming financial years – represents a concrete step towards an increasingly comprehensive offering and a more structured presence in key markets"*.

It should be noted that, following the acquisition of 100% of Mascagni on March 31, 2025, and of Venditio – 90% of which was acquired on March 24, 2025, and the remaining 10% on July 1, 2025 – the Company will

¹ Data not subject to audit procedures.



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be required to prepare the consolidated half-year financial report as of June 30, 2025. For a complete and exhaustive assessment of the Group's economic and financial performance – which will include the data of Pozzi Milano and Pozzi Brand Diffusion for the first half of 2025, as well as those of the subsidiaries Mascagni and Venditio starting from April 1, 2025 – reference is made to the report that will be approved by the Board of Directors on September 30, 2025 and will be voluntarily subject to limited audit review by the appointed audit firm.

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

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. In March 2025, the Group expanded its scope with the acquisition of 100% of Mascagni Casa S.r.l., a historic Italian company operating in the home decor and furniture accessories sector, and, in July 2025, with the acquisition of 100% of Venditio SAS, a French master agent specialized in the promotion and sale of tableware and kitchenware products.

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