



POZZI MILANO

Press Release

**MERGER BY INCORPORATION INTO POZZI MILANO S.p.A. OF THE WHOLLY OWNED SUBSIDIARY MASCAGNI CASA S.r.l.: NON-EXERCISE OF THE RIGHT GRANTED PURSUANT TO ARTICLE 2505, PARAGRAPH 3 OF THE ITALIAN CIVIL CODE<sup>1</sup>**

**Monticelli Brusati (BS), September 10, 2025 – Pozzi Milano S.p.A. (“Pozzi Milano” or the “Company”)**, active in the tableware fashion sector and owner of the “EasyLife” trademark, heads the group composed of the subsidiaries Pozzi Brand Diffusion S.r.l. (owner of the “Pozzi” and “Castello Pozzi” trademarks), Mascagni Casa S.r.l. (owner of the “Mascagni Casa” trademark) and Venditio SAS (together with the Company, the “Group”), following what was communicated on August 28, 2025 ([link](#) to press release) and on September 1, 2025 ([link](#) to press release), announces that, with reference to the proposed merger by incorporation into Pozzi Milano (the “**Incorporating Company**”) of the wholly-owned subsidiary Mascagni Casa S.r.l. (the “**Incorporated Company**”), following the filing of the merger project (the “**Merger Project**”) with the Companies’ Register of Brescia and Bologna and its publication on the Company’s website [www.pozzimilano.it](http://www.pozzimilano.it), section *Investor Relations/Extraordinary Transactions*, **the right granted pursuant to Article 2505, paragraph 3 of the Italian Civil Code has not been exercised by the entitled parties.**

Therefore, the decision regarding the merger will be adopted, for Pozzi Milano, by the Board of Directors in a notarial session, as provided for by Article 24.1 of the current By-Laws and Article 2505, paragraph 2 of the Italian Civil Code, while for the Incorporated Company it will be adopted by the relevant Extraordinary Shareholders’ Meeting convened for this purpose.

Both decisions will take place, pursuant to Article 2501-ter, paragraph 4 of the Italian Civil Code, at least 30 (thirty) days after the publication of the Merger Project on the website [www.pozzimilano.it](http://www.pozzimilano.it), section *Investor Relations / Extraordinary Transactions* of the Incorporating Company, which occurred on September 1, 2025.

It is also noted that, pursuant to Article 2501-septies of the Italian Civil Code, the Merger Project, together with the financial statements for the last three fiscal years of Pozzi Milano and Mascagni Casa, is available to the public at the registered office (Monticelli Brusati (BS), Via Fornaci 4/A-B, CAP 25040), on the Company’s website at [www.pozzimilano.it](http://www.pozzimilano.it), section *Investor Relations/Extraordinary Transactions*, as well as on the Borsa Italiana S.p.A. website at [www.borsaitaliana.it](http://www.borsaitaliana.it), section *Shares/Documents*, in compliance with the applicable provisions of the Euronext Growth Milan Issuers’ Regulation.

<sup>1</sup> Pursuant to Article 2505, paragraph 3 of the Italian Civil Code, the shareholders of Pozzi Milano, as the incorporating company, representing at least 5% of the share capital, had the right to request, by means of a written application addressed to the Company, within eight (8) days from the filing of the Merger Plan with the competent Companies’ Register of Brescia, that the decision regarding the merger be adopted by the Extraordinary Shareholders’ Meeting of the Company convened for this purpose.



## POZZI MILANO

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