POZZI MILANO

Press Release

Monticelli Brusati (BS), June 29, 2026 – The Board of Directors of **Pozzi Milano S.p.A.** (“**Pozzi Milano**” or the “**Company**”), active in the tableware fashion sector and owner of the “EasyLife”, “Mascagni Casa” brands and, through its subsidiary Pozzi Brand Diffusion S.r.l., of the “Pozzi” and “Castello Pozzi” brands, which met today under the chairmanship of Mr. Diego Toscani, announces that it has adopted a framework resolution pursuant to Article 7 of the Company’s Related Party Transactions Procedure (the “**RPT Procedure**”), currently in force, between the Company and the related party Promotica S.p.A. (“ ”).

The framework resolution concerns the renewal of the agreement governing the supply by Pozzi Milano to Promotica of home and tableware products made of porcelain and other high-quality materials bearing the “EasyLife”, “Pozzi”, “Castello Pozzi” and “Pozzi Milano 1876” trademarks, as well as the granting of a licence to use the “EasyLife” trademark and a sublicence to use the “Pozzi”, “Castello Pozzi” and “Pozzi Milano 1876” trademarks, for a maximum aggregate amount, over a period of 12 months, of €4 million (VAT excluded) (the “**Transaction**”); the new supply agreement will be effective from June 30, 2026 to June 30, 2027.

In particular, the agreement provides that the products shall be specifically developed by Pozzi Milano for Promotica in the quantities, at the sale prices and within the delivery terms that will be agreed from time to time through specific written agreements for the implementation of ’s promotional campaigns and loyalty programmes. The purchase price of each product shall be agreed from time to time between Pozzi Milano and Promotica, considering the quantities involved, market price trends, market placement objectives, as well as other market dynamics and strategies.

Promotica has been identified as a related party pursuant to Article 1.1 of the RPT Procedure, as well as Annex 1 to the Euronext Growth Milan Provisions on Related Parties (the “**Provisions**”), as it is controlled by a person related to Pozzi Milano. Mr. Diego Toscani holds a 54.36% equity interest in Pozzi Milano and, at the same time, an indirect 77.54% equity interest in Promotica through Dieci.Sette S.r.l., a company wholly owned by him. Furthermore, Mr. Guglielmo Di Silvio holds a 6.03% equity interest in Promotica and a 5.60% equity interest in Pozzi Milano, in addition to serving as a member of the Board of Directors of both Promotica and Pozzi Milano. Moreover, Mr. Diego Toscani serves as Chairman of the Board of Directors of Pozzi Milano and as Chairman of the Board of Directors and Chief Executive Officer of Promotica.

The Transaction qualifies as a material related party transaction, as the maximum aggregate economic value of the Transaction over a 12-month period exceeds the materiality thresholds set out in the RPT Procedure and Annex 2 to the Provisions. Accordingly, in compliance with the RPT Procedure, the Company will make available to the public the Information Document relating to the Transaction within the time limits and in the manner required by the RPT Procedure and the applicable regulations. The Information Document will be available at the Company's registered office (Monticelli Brusati (BS), Via Fornaci 4/A-B), on the Company's website at www.pozzimilano.it, under the *Investor Relations/Related Party Transactions* section, as well as on the website of Borsa Italiana S.p.A., www.borsaitaliana.it, under the *Shares/Documents* section.

The Transaction was approved in accordance with the RPT Procedure. Ms. Rossana Faustini, Independent Director and sole member of the Related Party Transactions Committee, was promptly and adequately informed of the terms and conditions of the Transaction and, on today's date, issued a favourable opinion in relation thereto.

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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. 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 décor and furnishing accessories sector, subsequently merged by incorporation into Pozzi Milano S.p.A. with effect from 1 January 2026, and, in July 2025, with the acquisition of 100% of Venditio SAS, a French master agent specialised in the promotion of the sale of tableware and kitchenware products.

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