



POZZI MILANO

Press Release

POZZI MILANO: CLOSING COMPLETED FOR THE ACQUISITION OF THE “FORMER UNITABLE DIVISION” BUSINESS UNIT OF THUN S.p.A. S.B.

THE TRANSACTION STRENGTHENS AND CONSOLIDATES THE GROUP’S PRESENCE IN THE MID-TO HIGH-END DESIGN AND HOME DÉCOR SEGMENT

Monticelli Brusati (BS), July 2nd, 2026 – Pozzi Milano S.p.A. (“**Company**” 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, further to the announcement made to the market on **13 May 2026** ([link](#) to press release), announces that on **July 1, 2026**, the closing of the acquisition of a business unit of Thun S.p.A. S.B., consisting of the “Division ex Unitable” (the “**Transaction**”), active in the design and home décor sector with the brands La Porcellana Bianca, Rose & Tulipani, Rituali Domestici and Domino, was **completed**.

The Transaction is aimed at accelerating Pozzi Milano’s growth through external expansion by broadening its portfolio of brands and products with an “accessible premium” positioning, strengthening its offering in the tableware and home décor segments, consolidating its presence in domestic and international markets, and improving operational efficiency and competitive positioning.

The total consideration for the Transaction amounts to **€4.9 million** (the “**Purchase Price**”). Specifically, the Purchase Price will be paid partly through the Company’s own resources and partly through medium-to-long-term debt financing, according to the following schedule: a first instalment equal to 50%, paid at closing; a second instalment equal to 25%, to be paid by 15 October 2026; and a final instalment equal to the remaining 25%, to be paid by 15 December 2026.

Diego Toscani, Chairman of Pozzi Milano, commented: *“This transaction represents a further step in our Group’s growth path, enabling us to expand our portfolio with four historic, complementary and highly recognised brands. The business unit, which generated revenues of €7.5 million in 2025, is fully complementary to Pozzi Milano’s activities and will allow us to further strengthen our presence in domestic and international markets. We are confident that the integration of these brands within the Group will enable us to fully unlock their potential, accelerating our development path through commercial, operational and logistics synergies”.*

ADVISORS

The Transaction was assisted, on behalf of Pozzi Milano, by Studio Legale Zaglio Orizio Braga e Associati, represented by partners Andrea Zaglio and Marco Pedrini, together with Francesca De Giacomì, who carried out the legal due diligence and advised on all legal aspects of the Transaction; by Ria Grant Thornton S.p.A., represented by partner Paolo Azzalin and manager Cristina Gobbi, who carried out the financial and tax due diligence; by Alvise Gnutti of Studio Sala-



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Gnutti, who carried out the tax due diligence; and by Winnerge, represented by Managing Partner Marco Belloni and analyst Nicolò Magni, acting as financial advisor.

It should be noted that the Transaction does not fall within the scope of the significant transactions referred to in Article 12 of the Euronext Growth Milan Issuers' Regulations.

For the transmission and storage of regulated information, the Company utilizes the Info dissemination system (www.linfo.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.linfo.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 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.

For further information, please contact:

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