Press Release

’ s

2026[1] -BEARING LOANS TO IVV ITALIA S.r.l. AND FORMA ITALIA S.r.l.

- **REVENUES**: €11.7 million (€10.1 million as of 30 June 2025, +16.0%);
- **NET FINANCIAL DEBT**: €1.9 million **cash negative**, compared to €0.1 million **cash negative** as of 31 December 2025.

Monticelli Brusati (BS), July 30, 2026 – The Board of Directors of **Pozzi Milano S.p.A.** (“**Pozzi Milano**” or the “**Company**”), active in the tableware and home décor sector and owner of the “EasyLife”, “Mascagni Casa”, “La Porcellana Bianca”, “Rose & Tulipani”, “Rituali Domestici” and “Domino” brands and, through its subsidiary Pozzi Brand Diffusion S.r.l., of the “Pozzi” and “Castello Pozzi” brands, met today under the chairmanship of Mr. Diego Toscani and reviewed the Company’s preliminary standalone revenues as of 30 June 2026, together with certain unaudited operating KPIs, and resolved to grant interest-bearing loans to the related parties IVV Italia S.r.l. (“**IVV**”) and Forma Italia S.r.l. (“**Forma Italia**”).

MAIN OPERARTING KPIs OF POZZI MILANO AS OF 30 JUNE 2026

Revenues amounted to **€11.7 million**, representing an increase of approximately 16.0% compared to €10.1 million as of 30 June 2025. The increase reflects the progressive strengthening of the Company’s commercial presence in its reference markets and benefits from the effects of the merger by incorporation of Mascagni Casa S.r.l. into Pozzi Milano, which became effective on 1 January 2026. International markets continue to represent the Company’s main growth driver, accounting for approximately 60% of first-half revenues and confirming the strength of its commercial presence abroad.

Diego Toscani, Chairman of Pozzi Milano, commented: “*The preliminary results for the first half confirm Pozzi Milano’s ability to combine organic growth with growth through acquisitions. The performance achieved demonstrates the validity of the growth strategy pursued, based on building a portfolio of complementary brands in the tableware and home décor sectors, capable of creating value through commercial and operating synergies. We will continue to develop this model with discipline and a long-term vision, further strengthening our competitive positioning*”.

The **Net Financial Position** amounted to **€1.9 million cash negative**, compared to €0.1 million cash negative as of 31 December 2025. The increase is mainly attributable to the higher absorption of working capital, influenced by the Company’s advance procurement policy adopted considering the new anti-dumping duties introduced by the European Union, as well as by the ordinary seasonality of the business during the first part of the financial year. The change

[1] Standalone data relating to Pozzi Milano S.p.A. not subject to audit.

is also partly attributable to the cash outflow relating to the direct acquisition of the equity interests in Forma Italia.

GRANTING OF INTEREST-BEARING LOANS TO IVV ITALIA S.r.l. AND FORMA ITALIA S.r.l.

The Board of Directors also resolved today to grant an interest-bearing loan to **IVV** for a total amount of **€980,000**, bearing annual interest at a rate of 4%, as well as a further interest-bearing loan to **Forma Italia** for an amount of **€500,000**, also bearing annual interest at a rate of 4% (the "**Transactions**").

The loan granted to IVV is structured into two credit facilities: the first, amounting to €630,000, to be repaid in a single instalment by 31 December 2026, and the second, amounting to €350,000, to be repaid through a payment of €150,000 by 30 June 2027 and the remaining balance through monthly instalments of €15,000 starting from November 2027. The loan granted to Forma Italia provides for repayment in a single instalment by 30 November 2026. Interest accrued on both loans will be paid on a semi-annual basis, on 30 June and 31 December.

The Transactions qualify as related party transactions pursuant to Article 1.1 of the Related Party Transactions Procedure (the "**RPT Procedure**") approved by the Board of Directors on 27 June 2022, as well as Annex 1 to the Euronext Growth Milan Provisions on related parties (the "**Provisions**"), as Pozzi Milano is 54.36% owned by Mr. Diego Toscani, Chairman of the Board of Directors of the Company, who, through Holding Italiana Tradizioni Associate S.r.l., holds 100% of the share capital of IVV and 48% of the share capital of Forma Italia.

It should be noted that, as of the date hereof, Pozzi Milano directly holds an 11.188% interest in the share capital of Forma Italia, acquired on 30 June 2026 through the purchase of the quotas held by Mr. Diego Toscani (3%) and SFERA S.r.l. (8.188%).

Each Transaction qualifies as a "Major Related Party Transaction", since the maximum aggregate economic value of the Transaction exceeds the materiality threshold set out in Article 1.1 of the RPT Procedure.

The Transactions, which do not fall within the exempt transactions referred to in Article 3 of the RPT Procedure, were submitted in advance to the Company's Related Party Committee, consisting of the Independent Director Rossana Faustini, who issued her favourable opinion today. The Transactions were therefore approved by the Board of Directors pursuant to Article 4 of the RPT Procedure.

Accordingly, in compliance with the RPT Procedure, the Company will make available to the public the Information Documents relating to each Transaction in the manner and within the time limits provided for by the RPT Procedure and the applicable regulations. The Information Documents 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, and on the website of Borsa Italiana S.p.A., www.borsaitaliana.it, under the *Shares/Documents* section.

Any further updates relating to the Transactions will be promptly disclosed 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.

***

About Pozzi Milano S.p.A.

Pozzi Milano is headquartered in Monticelli Brusati (BS) and operates in the tableware and home décor sectors, with a positioning in the medium-high market segment. As of 1 July 2026, the Company's brand portfolio consists of eight brands: EasyLife, Mascagni Casa, La Porcellana Bianca, Rose & Tulipani, Rituali Domestici and Domino and, through its subsidiary Pozzi Brand Diffusion S.r.l., Pozzi and Castello Pozzi, which are subject to a licensing strategy. Mascagni Casa became part of the Company's brand portfolio following the merger by incorporation of Mascagni Casa S.r.l. into Pozzi Milano S.p.A., effective as of 1 January 2026, while the La Porcellana Bianca, Rose & Tulipani, Rituali Domestici and Domino brands were acquired upon completion of the acquisition of the "former Unitable Division", a business unit of THUN S.p.A. S.B..
Completing its offering, since January 2022 the Company has also distributed the WD Lifestyle brand internationally. Production is entirely outsourced through a well-established network of suppliers, mainly located in China, Europe and Italy. A distinctive feature of Pozzi Milano is the continuous creation of new collections by its in-house creative team, enabling the Company to offer its customers a comprehensive range of highly fashionable products while making the concept of fashionable tableware accessible.
In July 2025, the Company acquired 100% of Venditio SAS, a French master agent specialised in the promotion and sale of tableware and kitchenware products, thereby expanding its commercial structure to support international growth.

For further information, please contact:

Pozzi Milano S.p.A.
Fabio Sanzogni – Investor Relations Manager
E-mail investor@pozzimilano.it
Tel. +39 030 68 50 825

Euronext Growth Advisor
Integrae SIM S.p.A.
Piazza Castello, 24
20121 - Milan
E-mail: info@integraesim.it
Tel. +39 02 80 50 61 60