



# POZZI MILANO

## Press Release

### THE BOARD OF DIRECTORS OF POZZI MILANO HAS REVIEWED CERTAIN MANAGEMENT DATA AS OF DECEMBER 31, 2024<sup>1</sup>

**Strong revenue growth to €19.8 million, up 8.8% from €18.2 million in 2023**  
**Net Financial Debt cash positive and significantly improved compared to 2023**

- **REVENUES:** €19.8 million (€18.2 million in 2023, +8.8%);
- **NET FINANCIAL DEBT:** €0.3 million **cash positive**, showing a strong improvement compared to €1.4 million cash negative as of December 31, 2023

**Monticelli Brusati (BS), February 20, 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, meeting today, reviewed the preliminary revenue figures as of December 31, 2024, along with select KPIs, which have not been subject to audit.

**Revenues** reached **€19.8 million**, marking an 8.8% increase compared to €18.2 million in the 2023 fiscal year. The increase in revenues was achieved despite the contraction of the reference market, demonstrating the strength of the business model and the effectiveness of the strategies implemented.

Throughout fiscal year 2024, despite a global environment still marked by uncertainty, Pozzi Milano reaffirmed its solidity and international orientation, achieving particularly strong performances in foreign markets. Approximately **72% of revenues** were generated **outside of Italy**, highlighting the growing **global recognition** of the Company’s brands and the success of its **international expansion strategy**.

In 2024, Pozzi Milano further strengthened its presence in key international markets, with a particular focus on **Western European countries**, including **France**, as well as the **Americas** and **Central and Eastern European markets**. At the same time, the Group continued investing in its products and exploring new opportunities, in line with its development plan.

As a confirmation of its international expansion strategy, it is worth noting that during the year, Pozzi Milano renewed an agreement ([link to press release](#)) with a well-known Mexican retail chain, securing an order for tableware products valued at approximately **\$1.6 million** (approximately €1.5 million).

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<sup>1</sup> Data not subject to audit procedures



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**Diego Toscani, Chairman of Pozzi Milano**, commented: *“We are very pleased with the growth achieved despite a challenging market environment, thanks to the Group’s ability to develop new collections and expand into new markets. Our financial position allows us to carefully evaluate opportunities for non-organic growth as well”*.

The **Net Financial Debt**, now **cash positive**, stands at **€0.3 million**, marking a significant improvement compared to €1.4 million cash negative as of December 31, 2023, and confirming a strengthening trajectory of the Company’s financial structure. This result, achieved through positive cash flows generated from operating activities, reflects the effectiveness of working capital optimization strategies, further reinforcing the Company’s financial solidity and providing greater investment opportunities to support its medium-to-long-term strategic development plan.

**Fabio Sanzogni, CEO and Vice President of Pozzi Milano**, added: *“The results achieved in 2024 confirm the solidity and resilience of our business model. The significant increase in revenues, reaching €19.8 million, reflects the effectiveness of our commercial strategy and our ability to successfully position our brands in key markets. Our international expansion, with approximately 72% of revenue generated abroad, demonstrates the growing global relevance of our brands and our ability to seize strategic opportunities in high-potential markets. A key driver of our growth has been the greater concentration of our customer base, a process that has allowed us to strengthen strategic partnerships with high-value clients, maximizing our presence within their retail spaces. This result highlights the Group’s ability to increase the share of allocated space in stores, enhancing brand visibility and optimizing product distribution. At the same time, we have achieved a positive net cash position of €0.3 million. This outcome reflects a careful and strategic approach to financial resource management, further strengthening our financial solidity and allowing us to face the future with greater flexibility and investment capacity”*.

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This press release is available on the Company’s website ([www.pozzimirano.it](http://www.pozzimirano.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.

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