

April 29, 2025

Diego Toscani

(Chairman of the Board of Directors)

Diego Toscani was born in Brescia on July 10, 1971.

After obtaining a degree in Economics and Business from the University of Brescia, he began his professional career as a Junior Marketing Manager at Groupe Couzon in Thiers (France). Starting in 1997, he took on the role of Sales Manager at Pintinox S.p.A., a leading company in the production of stainless steel household products, where he was responsible for managing the mass retail and promotional channels.

In 2000, he continued his career as Sales Director at Recom S.p.A., an experience that led him to decide to embark on an independent entrepreneurial path, leveraging the expertise acquired in previous years.

In 2003, he founded Promotica S.p.A. (formerly Promotica S.r.l.), a company that quickly established itself among the main Italian operators in the loyalty sector. In 2020, Promotica was admitted to trading on Euronext Growth Milan.

Since 2021, he has been a member of the Board of Directors of Vedrai S.p.A., a company active in Decision Intelligence based on artificial intelligence, and, also since 2021, has served as Chairman of the Board of Directors of Grani & Partners S.p.A., a company operating in the loyalty sector. Since 2022, he has also been a member of the Board of Directors of AssoNext, the Italian association of listed SMEs.

Since 2023, he has been Chairman of the Board of Directors of Coltelleria Berti, a company representing Italian artisanal tradition. In the same year, he acquired control of IVV Italia, a historic artistic glassworks based in Lungarno Guido Reni, becoming its Sole Shareholder. Starting from 2024, he has been the Sole Director of Holding Italiana Tradizioni Associate S.r.l., a company aimed at enhancing and promoting historic brands of Made in Italy, including Coltelleria Berti and IVV Italia.

Since 2023, he has collaborated with the SilFIM Master's Program (Strategies and Innovation in Leadership and Financial Intermediaries Markets) and serves as a Subject Expert ("Cultore della Materia") at the University of Milan-Bicocca for the courses in Business Administration and Tax and Corporate Planning.

Diego Toscani joined Pozzi Milano S.p.A. in December 2019. As of the date of the Ordinary Shareholders' Meeting for the appointment of the Board of Directors, he holds the position of Chairman of the Board of Directors of the Company, a role he had already held during the 2022–2024 term, and is the majority shareholder of the Company.

As of 2025, he also holds the position of Chairman of the Board of Directors of Mascagni

Casa S.r.l., a company controlled by Pozzi Milano S.p.A. and active in the home décor and furniture accessories sector.