



# POZZI MILANO

## Press Release

### POZZI MILANO: 2025 CORPORATE EVENTS CALENDAR PUBLISHED

#### FRAMEWORK AGREEMENT APPROVED FOR THE RENEWAL OF THE SUPPLY CONTRACT WITH PROMOTICA S.p.A.

**Monticelli Brusati (BS) – Italy, January 28, 2025** – The Board of Directors of **Pozzi Milano S.p.A.** (“**Pozzi Milano**” or the “**Company**”), a company listed on the **Euronext Growth Milan** market organized and managed by **Borsa Italiana S.p.A.**, operates in the table fashion sector and, through its subsidiary Pozzi Brand Diffusion S.r.l. (“**Pozzi Brand Diffusion**” – collectively with the Company, the “**Group**”), owns the “**Pozzi**” and “**Castello Pozzi**” brands, object of a licensing strategy, meeting today, approved the corporate events calendar for the 2025 fiscal year, in accordance with Article 17 of the Euronext Growth Milan Regulations.

DATE	EVENT
February 20, 2025	<b>Board of Directors meeting</b> for the approval of the preliminary annual revenues and KPIs as of December 31, 2024, not subject to audit
March 28, 2025	<b>Board of Directors meeting</b> for the approval of the Draft Financial Statements as of December 31, 2024
April 29, 2025	<b>Ordinary Shareholders’ Meeting</b> for the approval of the Financial Statements as of December 31, 2024
July 30, 2025	<b>Board of Directors meeting</b> for the approval of the preliminary half-year revenues and key performance indicators as of June 30, 2025, not subject to audit
September 30, 2025	<b>Board of Directors meeting</b> for the approval of the half-year financial report as of June 30, 2025, voluntarily subject to audit

Pozzi Milano will promptly notify the market of any changes to the dates listed above.

The corporate events calendar will be available on the Company's website [www.pozzimirano.it](http://www.pozzimirano.it) in the Investor Relations/Financial Calendar section.

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#### **Approval of the Framework Agreement with Related Party Promotica S.p.A.**

The Board of Directors has also approved a framework resolution in accordance with Article 7 of the Related Party Transactions Procedure (“**OPC Procedure**”) currently in force at Pozzi Milano, regarding the agreement between the Company and the related party Promotica S.p.A. (“**Promotica**”).

The framework resolution pertains to the renewal of the supply contract under which Pozzi Milano will



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provide Promotica with home and tableware products made of porcelain and other high-quality materials, bearing the “EasyLife,” “Pozzi,” “Castello Pozzi,” and “Pozzi Milano 1876” brands. The total maximum amount of the transaction over a 12-month period is set at €4 million (excluding VAT) (the “**Transaction**”), and the new supply contract will be valid from February 1, 2025, to January 31, 2026.

The contract specifies that the products will be developed by Pozzi Milano specifically for Promotica, with quantities, sales prices, and delivery terms determined through specific written agreements, based on

Promotica's needs for its promotional campaigns and loyalty programs. The purchase price of each product will be agreed upon between Pozzi Milano and Promotica based on quantities, market price trends, market placement objectives, and other strategic market dynamics.

Promotica is classified as a related party under Article 1.1 of the Related Party Transactions Procedure (OPC Procedure) and Annex 1 of the Euronext Growth Milan Rules on Related Parties (the “**Rules**”), as it is controlled by a related person of Pozzi Milano. Specifically, Dr. Diego Toscani holds a 54.37% stake in Pozzi Milano, while also indirectly holding a 77.12% stake in Promotica through Dieci.Sette S.r.l., a company he fully owns. Additionally, Dr. Toscani serves as Chairman of the Board of Directors of Pozzi Milano and as Chairman and CEO of Promotica.

This Transaction qualifies as a major related party transaction, as its total economic value over a 12-month period exceeds the materiality thresholds defined by the OPC Procedure and Annex 2 of the Rules. In compliance with the OPC Procedure, Pozzi Milano will publish the Information Document related to the Transaction, following the applicable regulatory requirements. The Information Document will be available at the Company's registered office in Monticelli Brusati (BS), Via Fornaci 4/A-B, Italy, on the Investor Relations/Related Party Transactions section of the Pozzi Milano website ([www.pozzimirano.it](http://www.pozzimirano.it)), and on the Shares/Documents section of the Borsa Italiana S.p.A. website.

The approval of the Transaction followed the OPC Procedure, and independent director Rossana Faustini, as the sole member of the Related Party Transactions Committee, was timely and adequately informed of the terms and conditions of the Transaction. She issued a favorable opinion regarding the operation.

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It is also noted that for the transmission and storage of regulated information, the Company uses the 1Info dissemination system ([www.1info.it](http://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 website [www.pozzimirano.it](http://www.pozzimirano.it), under the Investor Relations/Financial Press Releases section, and on [www.1info.it](http://www.1info.it).

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# POZZI MILANO

## **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.

For further information, please contact:

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