



POZZI MILANO

POZZI MILANO S.p.A. ANNOUNCES COLLABORATION WITH ARTIGIANI DEL CASHMERE FOR THE DEVELOPMENT OF THE HISTORIC “POZZI MILANO 1876” BRAND

Pozzi Milano S.p.A. announces a partnership with Artigiani del Cashmere for the commercialization of high-end cashmere products through a brand licensing agreement for "Pozzi" and its variations. This agreement further confirms the strong appeal of the "Pozzi Milano 1876" brand, even for small and medium-sized Italian excellence-driven businesses, while highlighting Artigiani del Cashmere as a 100% Made in Italy company, perfectly aligned with the brand's values

Monticelli Brusati (BS) – Italy, November 14, 2023 – 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, announces that on November 3, 2023, a letter of intent was signed between its subsidiary Pozzi Brand Diffusion and Artigiani del Cashmere S.a.s. (“Artigiani del Cashmere”), a company specialized in the production and distribution of high-end cashmere products. The agreement aims to license the "Pozzi" brand and its graphic variations for the commercialization of luxury cashmere items.

Fabio Sanzogni, CEO and Vice Chairman of Pozzi Milano, states: *“We continue our strategy to expand the presence of Italy’s first fashion brand in this re-birth phase. This agreement represents a step in the right direction, as our heritage-driven values naturally lead us to collaborate with champions of Made in Italy. The artisan tradition of the Biella industrial district, which has upheld Italy’s reputation for centuries with exceptional quality productions, now has the opportunity to regain momentum, and this agreement contributes to that revival”.*

Alberto Rossi, CEO of Artigiani del Cashmere, adds: *“We are an artisan boutique with high specialization and extensive experience, built on creativity, customization, and 100% Made in Italy craftsmanship. We are proud of the licensing agreement with Pozzi Milano. We will bring passion, expertise, and craftsmanship to create iconic cashmere products under the Pozzi Milano 1876 brand”.*



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This press release is also available in the **Media** section of the issuer's website www.pozzimirano.it.

Pozzi Milano

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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Pozzi Milano S.p.A.

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