



POZZI MILANO

POZZI MILANO S.p.A. STRENGTHENS ITS CONNECTION WITH ART AND SUPPORTS TWO INITIATIVES IN THE BRESCIA REGION

The Company continues its commitment to supporting artistic initiatives: alongside its President, Diego Toscani, it supports painter Marco Furri for the 'Ithaca' exhibition, and collaborates with Isinnova in the reinterpretation of the iconic sculpture housed at the Capitolium of Brescia, transforming it into a symbol of a sustainable future

Monticelli Brusati (BS) – Italy, October 5, 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, continues its commitment to the arts by announcing two significant initiatives.

The first sees Diego Toscani, Chairman of Pozzi Milano, supporting the '**Ithaca**' exhibition by Brescian painter **Marco Furri**, which will open on October 7, 2023, at Villa Calini Morando, a FAI heritage residence in Lograto (BS), Italy. The second involves a collaboration with Isinnova S.r.l., a Brescian company specializing in innovative marketing projects, for the creation of the “**Vittoria Alata: RiciclART**” statue, which will be displayed at Brixia Forum in Brescia during Futura Expo. As Italy’s largest event focused on economy and the environment, Futura Expo will take place on October 8, 9, and 10, 2023, and this year will also feature art exhibitions.

With over 50 solo exhibitions across Italy, Marco Furri is renowned for his large-scale mural cycles in the council halls of the Trentino municipalities of Spiazzo, Condino, and Bondo, as well as for the Madonna dell’Accoglienza mosaic inside the Church of the Redeemer on Monte Guglielmo, in the Brescian Prealps. Furri’s paintings take viewers on a dreamlike journey inhabited by imposing mythological figures, evoking the narrative power of their legendary feats. Meanwhile, Pozzi Milano’s involvement in Futura Expo highlights its commitment to sustainable development in Brescia, the Italian Capital of Culture 2023. Brescia is becoming a national leader in environmental initiatives, with projects like Futura Expo, Italy’s first carbon-neutral expo, showcasing a strong focus on sustainability.

Through its collaboration with Isinnova, Pozzi Milano contributed to the creation of a contemporary artwork, reinterpreting the famous bronze statue of Vittoria Alata, an iconic symbol of Brescia, originally discovered in 1826 and housed at the Capitolium of Brescia. The new "Vittoria Alata: RiciclART" was created by Cristian Fracassi, CEO of Isinnova, using recycled and discarded materials, including: Ceramics, Glass bottles, Face masks, Biopolymers, Wood, Graphite, Rubber, Seeds, Fabrics and Electrical cables. Standing at nearly 5 meters tall, the artwork consists of 19 individual pieces, each crafted through collaboration between companies in Brescia and its province, promoting creative reuse and recycling. Pozzi Milano played a key role in the project by supplying ceramics for the statue’s pedestal, using recovered materials from its production waste.



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Diego Toscani, Charimand Pozzi Milano, commented: "Innovation and art have always been at the core of Pozzi Milano's identity. We have a long history of supporting both emerging and established artists, and these latest initiatives reflect our dual passion for art and sustainability. Furri's visionary art and the reinterpretation of Vittoria Alata align perfectly with our commitment to a more sustainable future. Additionally, engaging in projects based in Brescia, this year's Italian Capital of Culture, allows us to actively contribute to the city's cultural transformation, bringing art and sustainability to the forefront of public awareness".

Pozzi Milano has long supported the art world. Most recently, during the Salone del Mobile, the company hosted "ArTable", an exclusive event in collaboration with Deodato Arte Gallery, a leading name in Pop Art and Street Art on the international stage. ArTable was designed to celebrate life through the fusion of art, beauty, and sharing, fostering a synergistic connection between creativity and lifestyle. The event also featured a special appearance by Como-based artist Mr. Savethewall.



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

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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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