



POZZI MILANO

Press Release

POZZI MILANO S.p.A.: INFORMATION DOCUMENT ON A MAJOR RELATED PARTY TRANSACTION PUBLISHED

Monticelli Brusati (BS) – Italy, February 4, 2025 – 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, following up on the announcement made on [January 28, 2025](#), Pozzi Milano informs that the “Information Document on Major Related Party Transactions” (the “**Information Document**”) has been published today. The document pertains to the renewal of the framework agreement with Promotica S.p.A., regarding the supply by Pozzi Milano of home and tableware products under its “EasyLife” brand, as well as the “Pozzi” and “Castello Pozzi” brands, for which the Company holds the license for use and distribution, including its commercial extension “Pozzi Milano 1876”.

The Information Document is 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), and in the Shares/Documents section of the Borsa Italiana S.p.A. website.

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

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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