



POZZI MILANO

DIEGO TOSCANI, PRESIDENT OF POZZI MILANO,

GUEST OF MARIA GRAZIA CUCCINOTTA ON LA7

FIVE TV APPOINTMENTS DEDICATED TO TABLE FASHION STARTING ON CHRISTMAS DAY

Monticelli Brusati (BS) – Italy, December 23, 2022 – **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, which are the subject of a licensing strategy, intensifies its **marketing activities** to enhance the visibility of its products among a wider audience. The company has announced a **collaboration with the television program “L’Ingrediente Perfetto”**, hosted by **Maria Grazia Cucinotta** on **La7**, airing every **Sunday morning at 10:10 AM**.

Specifically, the collaboration will feature **five 3-minute segments** within a new **weekly feature** dedicated to **table setting and the art of tableware**, airing for **five consecutive episodes** from **December 25** through **January 2023**. Additionally, two reruns are scheduled for the following Saturday at 12:00 PM and 6:00 PM on La7d, along with online coverage on the La7 portal.

The show will welcome **Diego Toscani, President of Pozzi Milano**, as a guest. Alongside the renowned actress, he will present five exclusive table settings, created with the brand’s iconic collections. He will also share the fascinating centuries-old history of porcelain and provide insights on creating the perfect table arrangements.

Pozzi Milano’s presence on La7 TV aligns with its strategic objectives of further establishing itself in the table fashion sector, increasing brand visibility, and leveraging targeted marketing initiatives to drive sales on the company’s e-commerce platform.



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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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