



# POZZI MILANO

## POZZI MILANO ANNOUNCES A NEW COLLABORATION WITH THE RENOWNED FOOD BLOGGER CHIARA MACI

*The Company, in addition to achieving steady growth in the Instagram profile of its proprietary brand **EasyLife** through targeted partnerships with influencers, continues to invest in its e-commerce platform by internationalizing online sales and integrating new technologies.*

Monticelli Brusati (BS) – Italy, October 26, 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, announces **the collaboration with Chiara Maci, known on Instagram as “Chiara in pentola”** (<https://www.instagram.com/chiarainpentola/>). The successful food blogger and TV host is among Italy’s most followed food influencers, with 720.000 followers.

The collaboration will begin at the end of October and will last for a total of three months, during which Instagram posts will be published monthly, accompanied by a set of Stories to showcase EasyLife brand collections to the social audience.

Additionally, for the Christmas season, the influencer will present the **Nutcracker collection** – a porcelain set featuring gold decal printing, decorated with the iconic Nutcracker motif, and complemented by a variety of accessories, Christmas decorations, and textile sets.

**Fabio Sanzogni**, CEO and Vice Chairman of Pozzi Milano, states: « We are confident that this collaboration will lead to increased interactions and followers on our social media profiles. Additionally, it will help boost purchases on our EasyLife e-commerce website, which has experienced a significant surge in traffic over the past few months. According to Forbes, with social platforms such as Instagram integrated into corporate e-commerce systems, influencers become crucial throughout the entire conversion process—from brand awareness to purchase».

Pozzi Milano’s presence on social media is becoming increasingly relevant and influential. The Instagram profile is gaining popularity, offering users the opportunity to discover collections of decorative porcelain, melamine, and glass items, as well as behind-the-scenes insights from events and trade fairs.

Over the past year, **followers** have grown by approximately **22%**, reaching an impressive 44.000 followers, with a monthly increase of nearly 1.000.

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This press release is also available in the **Media** section of the issuer's website [www.pozzimirano.it](http://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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