



# POZZI MILANO

## Press Release

### POZZI MILANO S.P.A. CONTINUES ITS INTERNATIONAL EXPANSION

#### NEW TABLEWARE ORDERS FROM MEXICO WORTH \$1.6 MILLION

**Monticelli Brusati (BS) – Italy, January 13, 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, announces that it has secured new orders for the Mexican market, with a total value of approximately **\$1.6 million** (around **€1.5 million**), following and renewing those concluded in January 2024.

This new agreement underscores the Company’s strategy to strengthen its international presence, with a particular focus on the Americas, a region with high growth potential for the Pozzi Milano brands. As highlighted in the half-year financial report, as of June 30, 2024, the Americas accounted for over 16% of the Company’s total revenue, with sales reaching €1.5 million, marking a 42.4% growth compared to the same period in the previous year.

**Fabio Sanzogni, CEO and Vice Chairman of Pozzi Milano**, commented: *“The renewal of this agreement in Mexico is a clear indication of the effectiveness of our international expansion strategies. We firmly believe that innovation, combined with the unmistakable elegance of Italian design, will continue to attract attention and interest on a global scale. For this reason, we will continue to intensify our investments in strategic, high-potential markets such as the Americas. This will enable us to further strengthen our Group’s presence and solidify our positioning on the international stage”.*

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

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#### **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.



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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.

For further information, please contact:

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