



POZZI MILANO

Press Release

**POZZI MILANO ENTERS THE EYEWEAR SECTOR WITH
CRAFTSMANSHIP AS ITS GUIDING PRINCIPLE**

Monticelli Brusati (BS) – Italy, February 20, 2024 – 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, through its subsidiary **Pozzi Brand Diffusion** - a company dedicated to the global development of the brand - it is entering the **eyewear sector** with “**Antica Occhialeria**”, a historic artisanal company active since **1956, specializing in the design and production of eyewear crafted from cellulose acetate, wood, horn, and leather.**

In a market saturated with options, Pozzi Milano has chosen to stand out not by offering a wide range of models, but instead with a single, iconic design. This decision reflects the brand’s strategic vision, inspired by the "less is more" approach. The philosophy, embodied in the exceptional design created by founder Claudio Tridenti Pozzi in 1957, emphasizes refined simplicity and timeless elegance, while introducing a modern touch and advanced functionality to the brand's classic aesthetics.

Rinaldo Denti, CEO of Pozzi Brand Diffusion, states: *“This project is a tribute to Italian craftsmanship. We have spent years perfecting our savoir-faire in tableware fashion, and now we bring the same dedication and passion to the eyewear industry, collaborating with highly experienced partners like the Di Nardo family. Our goal is to create not just an accessory, but an authentic luxury experience that embodies the excellence of Italian craftsmanship while integrating innovative product advancements”.*

Daniele Di Nardo, third-generation Master Artisan of Antica Occhialeria, adds: *“Collaborating with Pozzi Milano is an extraordinary opportunity for us. We are excited to contribute our expertise to a brand that values and celebrates Italian artisanal tradition on a global scale. We share the same passion for 'Made in Italy' and are committed to creating eyewear that embodies the timeless elegance of Italian style, ensuring meticulous attention to every detail”.*

The future of “Pozzi Milano 1876” looks brighter than ever, with an unwavering commitment to artisanal perfection and authentic luxury. The company looks forward with enthusiasm to a new era of Italian elegance.

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



POZZI MILANO

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.

For further information, please contact:

Pozzi Milano S.p.A.

Fabio Sanzogni – Investor Relations Manager E-mail: investor@pozzimilano.it
Tel. +39 030 68 50 825

Advisor Financial Communication

CDR Communication

Marianna Tremolada – marianna.tremolada@cdr-communication.it
Giulio Garoia – giulio.garoia@cdr-communication.it