



POZZI MILANO

Press Release

**DIEGO TOSCANI AND FABIO SANZOGNI REAFFIRM THEIR  
CONFIDENCE IN POZZI MILANO S.P.A. WITH THE PURCHASE OF  
ORDINARY SHARES ON THE EGM MARKET**

**Monticelli Brusati (BS) – Italy, June 25, 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 **Diego Toscani, Chairman of the Board of Directors**, and **Fabio Sanzogni, CEO and Vice Chairman**, have personally acquired shares of the Company on the Euronext Growth Milan market (as per the internal dealing disclosure published on **June 24, 2024**).

**Diego Toscani, Chairman of the Board of Directors of Pozzi Milano, stated:** *“This transaction reflects the deep confidence we have in our Company, in our strategic vision, and in the unwavering commitment of our CEO and the entire team dedicated to the Group’s growth”. Toscani, who also serves as a Board Member of Assonext, added: “At a time when the Euronext Growth Milan market struggles to attract capital, with many SME stocks going untraded for days, our investment aims to reaffirm interest in the stock market. We hope that both our market and the broader Italian financial landscape can regain momentum, possibly with the support of legislative measures where necessary, to drive greater investment into Italian enterprises. The high number of delistings, which have led to a € 21 billion loss in market capitalization over the past six months, and the absence of new listings on the main market highlight the urgent need for a collective effort to enhance the stock exchange as a vital tool for corporate growth and national competitiveness. The market offers companies a solid financing solution while providing investors with attractive returns in Italy, rather than channeling capital into foreign firms—sometimes even supporting direct competitors of Italian businesses. In this sense, our investment is not only a statement of confidence in our Company but also a sign of trust in the entire system, where many companies remain undervalued today”.*

**Fabio Sanzogni, CEO and Vice Chairman of Pozzi Milano, commented:** *“I have always believed in the potential and strategic vision of Pozzi Milano. With this share purchase, I want to express my full confidence in the Company’s future and its ability to drive growth and innovation. This investment also represents my personal commitment to supporting the Company in achieving its objectives. After the market instability caused by the pandemic and geopolitical conflicts, household spending is expected to rise. According to data from ART (Arti della Tavola e del Regalo, an association affiliated with Confcommercio), consumers are ready to contribute to the positive trend that characterized the Italian tableware, kitchenware, and home décor market in 2023. In fact, nine out of ten consumers purchased at least one tableware, kitchen, or decorative item. Pozzi Milano, as a leading player in the Italian tableware sector, has always been committed to new design trends. Thanks to our dedicated research and development team, we continuously experiment and explore new combinations to offer the market, promoting a unique and distinctive lifestyle characterized by beauty, refined taste, excellence, and Italian quality. Our goal is to continue growing, introduce new products and collections, and further expand brand awareness, reaching increasingly ambitious performance results”.*

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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).

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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. 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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