



POZZI MILANO

Press Release

POZZI MILANO: THE NEW COLLECTIONS BY POZZI MILANO 1876 AND EASYLIFE BRANDS MADE A STRONG IMPRESSION AT INTERNATIONAL TRADE FAIRS

Monticelli Brusati (BS), February 12, 2025 – Pozzi Milano S.p.A. (“Pozzi Milano” or the “Company”), operating in the tableware fashion sector and owner of the “EasyLife” brand, as well as, through its subsidiary Pozzi Brand Diffusion S.r.l. (“**Pozzi Brand Diffusion**” – collectively with the Company, the “**Group**”), the “Pozzi” and “Castello Pozzi” brands, object of a licensing strategy, announces its participation in the two most significant international trade fairs in the tableware and home décor sector: **Milano Home**, held from **January 23 to 26, 2025**, at Fiera Milano Rho, and **Ambiente**, which took place in **Frankfurt from February 7 to 11, 2025**. Both events represented a key opportunity for the Company to strengthen its global market presence, presenting its new collections in preview to a qualified audience of buyers, distributors, and industry professionals.

Fabio Sanzogni, CEO and Vice President of Pozzi Milano, stated: *“Participation in the spring trade fairs of our sector is a strategic moment to meet existing clients while simultaneously approaching new markets. This year, we observed significant interest, particularly from North America and the Middle East—regions on which we are focusing our expansion strategy. The quality and presence of professional clients, our core target, remained high, reaffirming the value of these events as essential platforms for industry growth and networking”.*

During the two exhibitions, Pozzi Milano showcased its new collections, which received highly positive feedback from industry professionals. In particular, the **Twist and Match** collection from the **EasyLife** brand, designed for concept stores and modern retail outlets, caught the attention of a young and dynamic clientele due to its contemporary design and versatility. At the same time, the **Cheval** collection from the **Pozzi Milano 1876** brand, inspired by the Company’s classical heritage, resonated well with specialized retailers and high-end boutiques, confirming the Company’s ability to blend innovation with tradition.

The participation in **Milano Home** and **Ambiente Frankfurt 2025** aligns with Pozzi Milano’s broader internationalization strategy, aimed at further strengthening its positioning in foreign markets and capturing new growth opportunities in the global tableware and home décor industry, with a positive impact on brand awareness. In particular, **Pozzi Milano 1876** is evolving into an increasingly versatile and distinctive brand, expanding its product offering beyond tableware to embrace new categories such as home fragrances, traditional board games, and travel bags, consolidating its position as a comprehensive lifestyle brand.



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

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.

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