



POZZI MILANO

Press Release

POZZI MILANO: DISCLOSURE OF MATERIAL CHANGE IN SIGNIFICANT SHAREHOLDERS PURSUANT TO ARTICLE 17 OF THE EURONEXT GROWTH MILAN ISSUERS' REGULATIONS

Monticelli Brusati (BS), November 11th, 2025 – Pozzi Milano S.p.A. (“Pozzi Milano” or the “Company”), active in the tableware fashion sector and owner of the “EasyLife” trademark, heads the group composed of the subsidiaries Pozzi Brand Diffusion S.r.l. (owner of the “Pozzi” and “Castello Pozzi” trademarks), Mascagni Casa S.r.l. (owner of the “Mascagni Casa” trademark) and the French company Venditio SAS (together with the Company, the “**Group**”), announces, pursuant to the Transparency Rules and to Article 17 of the Euronext Growth Milan Issuers’ Regulations, that it has received today from the shareholder Cryn Finance S.A. – SPF, attributable to Mr. Rinaldo Denti (the “**Significant Shareholder**”), a notice of exceeding the material threshold of 10.00% of the Company’s share capital cumulatively with his children. The material change occurred on 6th November 2025.

This circumstance results from the purchase of no. 385,000 ordinary shares of Pozzi Milano by Cryn Finance S.A. – SPF and, in a coordinated manner, the purchase of an additional no. 350,000 ordinary shares by the three children of the Significant Shareholder.

Following this transaction, the Company reports that, based on the latest information available, its shareholding structure is as follows:

Shareholder	No. of Shares	Ownership (%)
Diego Toscani	18,943,864	54.36%
Cryn Finance S.A. – SPF ¹	3,193,750	9.17%
<i>Children of the Significant Shareholder</i>	<i>350,000</i>	<i>1.00%</i>
<i>Total Cryn Finance S.A. – SPF + Children</i>	<i>3,543,750</i>	<i>10.17%</i>
Fabio Sanzogni	2,379,636	6.83%
Delia S.r.l. ²	1,950,000	5.60%
Free Float	8,029,000	23.04%
Total	34,846,250	100.00%

⁽¹⁾ Company attributable to Mr. Rinaldo Denti;

⁽²⁾ Company attributable to Mr. Guglielmo Di Silvio.

The Company informs that, pursuant to Article 26 of the Euronext Growth Milan Issuers’ Regulations, the names of Pozzi Milano’s relevant shareholders are also available on the Company’s website www.pozzimirano.it, section *Investor Relations / Shareholders’ Information*.

The Company will update the composition of the shareholding structure and promptly disclose any new information should further communications from shareholders be received.



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For the transmission and storage of regulated information, the Company utilizes the 1Info dissemination system (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 Company's website (www.pozzimirano.it) in the *Investor Relations / Financial Press Releases* section and on www.1info.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. In March 2025, the Group expanded its scope with the acquisition of 100% of Mascagni Casa S.r.l., a historic Italian company operating in the home decor and furniture accessories sector, and, in July 2025, with the acquisition of 100% of Venditio SAS, a French master agent specialized in the promotion and sale of tableware and kitchenware products.

For further information, please contact:

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