



POZZI MILANO

Press Release

THE BOARD OF DIRECTORS OF POZZI MILANO APPROVED CERTAIN KEY CONSOLIDATED MANAGEMENT KPIs AS OF DECEMBER 31, 2025¹

- **REVENUES:** €26.0 million
- **NET FINANCIAL POSITION:** €0.5 million

Monticelli Brusati (BS), February 26, 2026 – The Board of Directors of **Pozzi Milano S.p.A.** (“**Pozzi Milano**” or the “**Company**”), active in the tableware fashion sector and owner of the “EasyLife”, “Mascagni Casa” brands and, through its subsidiary Pozzi Brand Diffusion S.r.l., of the “Pozzi” and “Castello Pozzi” brands, meeting today, approved the preliminary consolidated revenues as of December 31, 2025 and certain management KPIs² not subject to statutory audit.

Consolidated revenues amount to approximately **€26.0 million**, highlighting the significant consolidation of the Group’s performance and confirming its ability to generate substantial volumes in the second part of the financial year, in line with the natural seasonality of the business and the reference sector. During the year, the Group continued to strengthen its offering by investing in product development and in the expansion of distribution opportunities, in coherence with the growth trajectory outlined by the main strategic guidelines.

In 2025, the Company’s revenues amount to approximately **€21.5 million**, up 8.6% compared to €19.8 million in the previous financial year, despite a macroeconomic environment still characterized by elements of uncertainty. The performance of sales outside Italy, equal to approximately 72% of sales revenues in 2024, continued to represent one of the main drivers of the year: approximately 66% of sales revenues were generated in foreign markets. Geographic expansion recorded particular traction in Western European countries, as well as in the Americas and in the Central and Eastern European area, where the Company is consolidating its commercial positioning. In confirmation of its international expansion strategy, during the current financial year the Company renewed its partnership with a well-known Mexican retail chain ([link](#) to press release), resulting in the formalization of an order for tableware products with a value of approximately USD 1.7 million (equal to approximately €1.4 million).

Diego Toscani, Chairman of Pozzi Milano, commented: *“2025 represents the first full year reflecting the new Group configuration and marks the beginning of a more structured development phase. The integration of the acquired companies and the expansion of the brand portfolio are generating operational and commercial synergies that strengthen our overall*

¹ Management data not subject to statutory audit.

² The consolidation scope as of December 31, 2025, includes Pozzi Milano S.p.A. (Parent Company), Pozzi Brand Diffusion S.r.l. (consolidated as of January 1, 2025), Mascagni Casa S.r.l. (acquired on March 31, 2025, and consolidated as of April 1, 2025) and Venditio SAS (acquired for 90% on March 24, 2025 and for the remaining 10% on July 1, 2025, consolidated starting from April 1, 2025). It should be noted that 2025 represents the first financial year in which the Group reports consolidated data; therefore, no comparative figures with the previous financial year 2024 will be presented.



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positioning. We are building a broader platform capable of supporting balanced and sustainable growth over time”.

Consolidated Net Financial Position amounts to **€0.5 million**. As of June 30, 2025, the consolidated Net Financial Position stood at €2.3 million. The evolution recorded in the second part of the year reflects significant operating cash generation, as well as particularly efficient working capital management.

Fabio Sanzogni, CEO of Pozzi Milano, added: *“During the year we worked intensively on organizational integration and process optimization, with the aim of enhancing the complementarities among the Group’s brands. The first effects in terms of efficiency and coordination are already visible. The strengthening of the financial structure represents a further qualifying element: suffice it to consider that in June 2025 the Group had net debt exceeding €2 million and, within only six months, this was substantially reduced thanks to cash generation and particularly careful working capital management. This rigorous and disciplined approach now allows us to continue our growth path on solid and sustainable financial foundations”.*

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This press release is available on the Company’s website (www.pozzimirano.it) in the *Investor Relations / Financial Press Releases* section and on www.linfo.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 décor and furnishing accessories sector, subsequently merged by incorporation into Pozzi Milano S.p.A. with effect from 1 January 2026, and, in July 2025, with the acquisition of 100% of Venditio SAS, a French master agent specialised in the promotion of the sale of tableware and kitchenware products.

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