



POZZI MILANO

Press Release

REGISTRATION OF THE DEED OF MERGER BY INCORPORATION OF MASCAGNI CASA S.r.l. INTO POZZI MILANO S.p.A.

Monticelli Brusati (BS), January 22, 2026 – 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**”), further to what was communicated on 12 January 2026, the Company hereby announces that, as of today, the final registration of the deed of merger by incorporation has been completed (the “**Merger**”) of its wholly owned subsidiary Mascagni Casa S.r.l. (“**Mascagni Casa**” or the “**Incorporated Company**”) into Pozzi Milano (the “**Incorporating Company**”) has been completed, pursuant to Article 2504 of the Italian Civil Code. In particular, the deed of Merger was registered on 21 January 2026 with the Companies’ Register of Bologna, competent for the Incorporated Company, and on 22 January 2026 with the Companies’ Register of Brescia, competent for the Incorporating Company.

Consequently, the Merger was completed upon the filing/registration of the deed of merger with the competent Companies’ Registers. With regard to accounting and tax effects, these shall be retroactive as of 1 January 2026.

For a more detailed description of the terms of the Merger, reference is made to the relevant press releases and to the documents filed and made available to the public at the Company’s registered office and on Pozzi Milano’s website www.pozzimirano.it, in the *Investor Relations / Extraordinary Transactions* and *Investor Relations / Financial Press Releases* sections.

For the transmission and storage of regulated information, the Company utilizes the IInfo dissemination system (www.iinfo.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.iinfo.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. 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.

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