



# POZZI MILANO

## Press Release

### **POZZI MILANO: NEW ORDERS FOR €1.6 MILLION IN AUSTRIA AND POLAND CONTINUING THE STRATEGY OF GROWTH AND BRAND ENHANCEMENT IN FOREIGN MARKETS**

**Monticelli Brusati (BS), September 11, 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 Venditio SAS (together with the Company, the “**Group**”), announces the launch of promotional activities in Austria and Poland for a total value of €1.6 million.

These initiatives are part of the growth and international development path launched after the Company’s listing and are aimed at strengthening the visibility and positioning of the Group’s brands in two key Central European markets. Through a mix of promotional activities and dedicated campaigns, the Company aims to consolidate relationships with local partners, stimulate demand, and accelerate the commercial penetration of its products.

In recent years, Pozzi Milano has undertaken an internationalization plan that is progressively expanding the share of foreign revenues and strengthening brand awareness globally. The new orders from Austria and Poland represent an important step in this journey, confirming the growing attractiveness of the Group’s collections and the effectiveness of the promotional strategies adopted.

**Fabio Sanzogni, Chief Executive Officer of Pozzi Milano**, stated: *“The launch of promotional activities in Austria and Poland, with orders already acquired for a total value of €1.6 million, represents a significant milestone in our international growth strategy. The quality of Italian design and the originality of our collections continue to generate interest in foreign markets, and these initiatives allow us to strengthen our presence in high-potential development areas. We will continue to enhance promotional and distribution activities with the goal of consolidating the Group’s competitive positioning and creating sustainable long-term value”.*

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This press release is available on the Company’s website ([www.pozzimirano.it](http://www.pozzimirano.it)) in the Investor Relations/Financial Press Releases section and on [www.1info.it](http://www.1info.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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