



POZZI MILANO

Press Release

POZZI MILANO: UPDATED KID FOR “POZZI MILANO 2022–2027 WARRANTS” FILED WITH CONSOB

Monticelli Brusati (BS), July 17, 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 that today it has filed with the competent offices of CONSOB the updated version of the KID for the “Pozzi Milano 2022–2027 Warrants” (ISIN: IT0005499923), as required by current regulations.

The KID (Key Information Document) is a concise and standardized informational document, designed to present the characteristics of financial products in a format that is easily accessible and understandable to investors, based on the European Regulation on PRIIPs (Packaged Retail and Insurance-Based Investment Products). Its goal is to allow comparability among different products and enhance the transparency of such financial instruments, thereby facilitating more informed investment decisions.

The KID for the “Pozzi Milano 2022–2027 Warrants” is available on the website www.pozzimirano.it, in the *Investor Relations/Warrant* section.

The Company reserves the right to integrate and/or amend the published KID, also based on any guidance that may be subsequently issued by the competent Supervisory Authorities.

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.



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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.

For further information, please contact:

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