



# POZZI MILANO

## Press Release

### POZZI MILANO: COMPLETED THE ACQUISITION OF THE ENTIRE SHARE CAPITAL OF VENDITIO SAS

**Monticelli Brusati (BS), July 1, 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, further to the announcement made on 24 March ([link to press release](#)) regarding the acquisition of Venditio SAS – a French master agent specialized in the promotion and sale of tableware and kitchenware products and a long-standing partner of the Company – announces that, as of today, following a supplementary agreement between the parties, the acquisition of the remaining 10% share capital has been finalized. Specifically, the payment of the purchase price, as originally agreed and equal to €75,000, was made in a single tranche using internal funds.

It is noted that the transaction does not qualify as a material transaction pursuant to Article 12 of the Euronext Growth Milan Issuers’ Regulation.

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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.

For further information, please contact:

**Pozzi Milano S.p.A.**

**Euronext Growth Advisor**

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Listed on Euronext Growth Milan – Shares TICKER: POZ – Warrant TICKER: WPOZ27 Share Capital (nominal): € 696,925

ISIN Ordinary Shares IT0005499949 – ISIN Warrant Pozzi Milano 2022-2027 IT0005499923



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