



POZZI MILANO

Press Release

POZZI MILANO: SIGNED AGREEMENT WITH RIVADOSSI SANDRO & C. S.n.c. FOR THE EXCLUSIVE DISTRIBUTION OF MADE IN ITALY CUTLERY UNDER THE RIVADOSSI BRAND

Monticelli Brusati (BS), July 31, 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, on 30 July 2025, it entered into an exclusive commercial distribution agreement (the “**Agreement**”) with Rivadossi Sandro & C. S.n.c. (“**Rivadossi Sandro**”), a historic manufacturing company based in the province of Brescia, specialized in the production of cutlery under the Rivadossi Sandro brand (“**Rivadossi**”), entirely Made in Italy.

The Agreement provides that Pozzi Milano will act as **exclusive and independent distributor** of **Rivadossi-branded** products in a **selection of Italian and foreign markets**, with the exclusion of specific territories and clients. At the international level, the Agreement allows the Company to operate on an exclusive basis precisely in those markets where it already has a strong presence, including France, Central and Eastern Europe, and the Americas.

The three-year Agreement is part of the Group’s strategic path aimed at **consolidating and expanding its distribution portfolio**, with the goal of strengthening its **presence in the premium segment** of contemporary tableware, by enriching its offering with an iconic line of Italian-designed cutlery entirely produced in Italy.

Profile of Rivadossi Sandro

Founded in 1969 in Vestone (BS), Rivadossi Sandro boasts over fifty years of experience in the production of designer cutlery, with a strong international orientation. Rivadossi Sandro operates under the **Rivadossi** brand and is currently present in **35 countries** with a portfolio of **44 collections**, known for their high aesthetic value, quality materials, and innovative finishes. The company stands out for its ability to combine artisanal tradition and industrial technologies, with a well-recognizable identity in the designer cutlery segment, which fits consistently and complementarily within the Group’s multi-segment offering.

Fabio Sanzogni, Chief Executive Officer of Pozzi Milano, commented: *“We are proud to start this collaboration with a historic and renowned brand like Rivadossi. The agreement marks a further step in the direction of our strategy to enhance the high-quality tableware segment, contributing to strengthening the Group’s international presence and building an offering that is increasingly distinctive and consistent with our premium positioning”*.



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This press release is available on the Company's website (www.pozzimirano.it) in the Investor Relations/Media section.

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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