POZZI MILANO

CORPORATE PRESENTATION 2026

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OUR BUSINESS

BOARD OF DIRECTORS

Diego Toscani

CHAIRMAN

- Founder & CEO of **Promotica S.p.A.**, listed on **Euronext Growth Milan since 2020**, with extensive capital markets experience
- Majority shareholder and Chairman of **Pozzi Milano S.p.A.**
- Proven track record in scaling loyalty, retail and consumer brands
- Board member of **AssoNext (Italian Listed SMEs Association)**
- Active investor and chairman in traditional Made in Italy brands (Coltelleria Berti, IVV Italia) through his holding vehicle

Bruno Piardi

VICE CHAIRMAN

- Vice Chairman of Pozzi Milano S.p.A., with **over 35 years of experience** in the home & lifestyle sector.
- Strong **international commercial background**, managing buyers across Europe, Americas, Asia and Middle East
- **Extensive expertise in product development**, sourcing and global procurement
- **Former Product, Sales & Marketing Director of the Company**, driving brand positioning and international expansion

Fabio Sanzogni

CEO

- **CEO of Pozzi Milano** with strong **operations and industrial background**
- Over **30 years of experience** in home & consumer manufacturing and integration processes.
- Board member since **2019**; previously **Vice Chairman & CEO** (2022-2024).
- Also CEO & Vice Chairman of Mascagni Casa (100% controlled subsidiary)

Guglielmo Di Silvio

DIRECTOR

- **Co-founder** of **Promotica S.p.A.**, listed on Euronext Growth Milan since 2020; current Board Member
- **Strong background in purchasing**, sourcing and commercial strategy within consumer & home sectors
- **Former Purchasing Director** with extensive international supplier management experience
- Entrepreneur active in home & lifestyle imports through **Mercati S.r.l. (WD Lifestyle brand)**

Rossana Faustini

INDIPENDENT DIRECTOR

- Independent Director with **extensive experience in corporate governance and financial oversight**
- **Chartered Accountant and Statutory Auditor** since **1995**
- Former Chairman of the Board of Statutory Auditors of an **Euronext Growth Milan** listed company
- Strong expertise in corporate law, accounting, control systems and business advisory

SHAREHOLDING & GROUP STRUCTURE

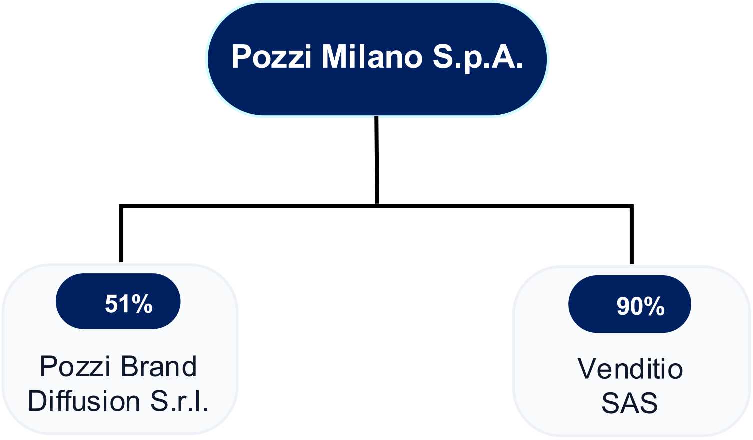
SHAREHOLDING STRUCTURE (%)

Diego Toscani	**54.36%**
Cryn Finance S.A. - SPF Company attributable to Rinaldo Denti	**9.17%**
Fabio Sanzogni	**6.83%**
Delia S.r.l. Company attributable to Guglielmo Di Silvio	**5.60%**
Market	**23.04%**

Updated as of **November 11, 2025**

Total number of shares: **34,846,250**

CORPORATE STRUCTURE[1]



[1]The corporate structure presented reflects the situation as of **January 22, 2026**, following the **merger by incorporation of Mascagni Casa S.r.l.** into the parent company Pozzi Milano S.p.A..

AT A GLANCE

3

PRIVATE LABEL BRANDS

DESIGNED IN ITALY

ITALIAN LISTED COMPANY

1986

The founding of Delta Group Design S.r.l..

2011

Consolidation of international market presence through participation in major international trade fairs, including Chicago, Hong Kong, and Dubai.

2016

Launch of digital sales and opening of the online store "EasyLife Boutique".

2019

In December 2019, entrepreneur Diego Toscani acquired the company from the previous ownership, bringing a new strategic vision.

2022

Corporate name changed to Pozzi Milano S.p.A. and initiation of the listing process on the Euronext Growth Milan market.

2025

Acquisition of Venditio SAS, master agent in France.

Acquisition of Mascagni Casa S.r.l., an italian company home décor company.

Exclusive distribution of Rivadossi brand, Made in Italy cutlery.

2026

Approval of addendum to the WD Lifestyle distribution agreement.

Strengthened presence in the Americas with new orders from Mexico for USD 1.7 million.

POZZI MILANO

ANNUAL KPIs

€21.7Mn
2024 VoP

>25
COLLECTION PER YEAR

29
EMPLOYEES

85
COUNTRIES

>2,000
B2B PARTNERS

4.6Mn
UNITS SOLD

POZZI MILANO

1H2025*

*1H 2025 represents the Group's first consolidated reporting period; Pozzi Brand Diffusion S.r.l. is consolidated from January 1, 2025, while Mascagni Casa S.r.l. and Venditio S.A.S. are consolidated from April 1, 2025.

POZZI MILANO

CONSOLIDATED 1H 2025 KPIs

€11.6Mn
1H 2025 VoP

60.1%
INTERNATIONAL MARKETS ON REVENUES

48
EMPLOYEES

€2.3Mn
NET FINANCIAL DEBT

INTEGRATED BRAND ECOSYSTEM

PRIVATE LABEL

INTEGRATED BRAND ECOSYSTEM

DISTRIBUTION

INTEGRATED BRAND ECOSYSTEM

BRAND'S NETWORK

AN OFFER DRIVEN COMPANY

POZZI MILANO

CORPORATE STRATEGY

STRATEGIC POSITIONING

- International mid-to-high-end operator in the Tableware sector
- Accessible luxury, articulated across brands and styles
- Design & time-to-market as a competitive advantage

BRAND PORTFOLIO

Proprietary	Licensed	Distribution
Easy Life, Mascagni Casa	Pozzi Milano 1876	WD lifestyle, Rivadossi Sandro

Growth Objectives

Expansion of the brand and category portfolio (including external lines) to enhance channel coverage and international penetration.

2026 · 5 STRATEGIC PILLARS

RETAIL FOCUS
Traditional and specialty channels

INNOVATION
Product and collection differentiation

PORTFOLIO
Brand/range expansion + growth through external lines

FRANCE
Investments in the subsidiary and commercial hub

PEOPLE
Enhancement of human capital

1 H 2 0 2 5

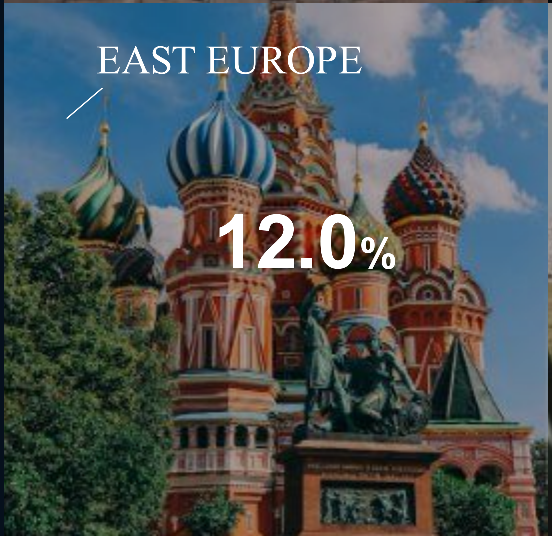
GLOBAL **FOOTPRINT**

WEST EUROPE

63.3%

MIDDLE EAST & AFRICA

6.8%



EAST EUROPE

12.0%

AMERICAS

17.9%

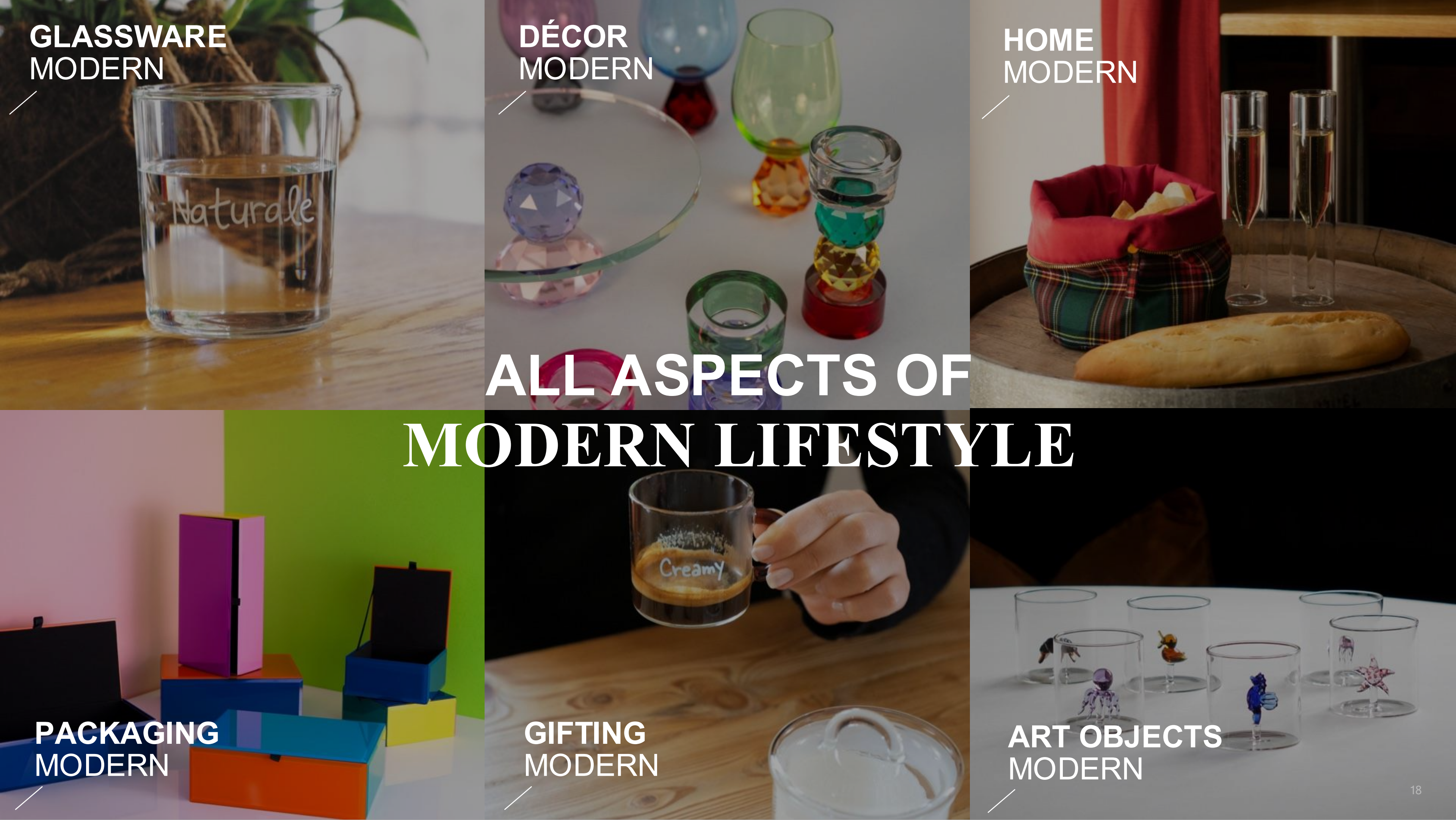
POZZI MILANO

Source: Consolidated Half-Year Financial Report as at June 30, 2025


OUR
PRODUCTS


FRAGRANCE LUXURY
DÉCOR LUXURY
LEATHER LUXURY
ALL ASPECTS OF
LUXURY LIFESTYLE
TABLEWARE LUXURY
GIFTING LUXURY
REFILL LUXURY
ROSSO SFORZESCO
LAVANDA MARINA
POZZI

ALL ASPECTS OF EVERYDAY COLLECTIONS


GLASSWARE
MODERN
Naturale
DÉCOR
MODERN
HOME
MODERN
ALL ASPECTS OF
MODERN LIFESTYLE
Creamy
PACKAGING
MODERN
GIFTING
MODERN
ART OBJECTS
MODERN

ALL ASPECTS OF ESSENTIALS LIFESTYLE

ECONOMICS PERFORMANCE & MARKET OUTLOOK

2020 TO 2024

FROM STRENGHT TO STRENGHT

€21.7Mn
VoP

+109%
REPORTED

€1.1Mn
NET PROFIT

+315%
REPORTED

10.8%
EBITDA MARGIN

+310Bps

€-0.3Mn
NET FINANCIAL DEBT
CASH POSITIVE

-123%
REPORTED

POZZI MILANO

Source: Company Annual Financial Statements (2020-2024)

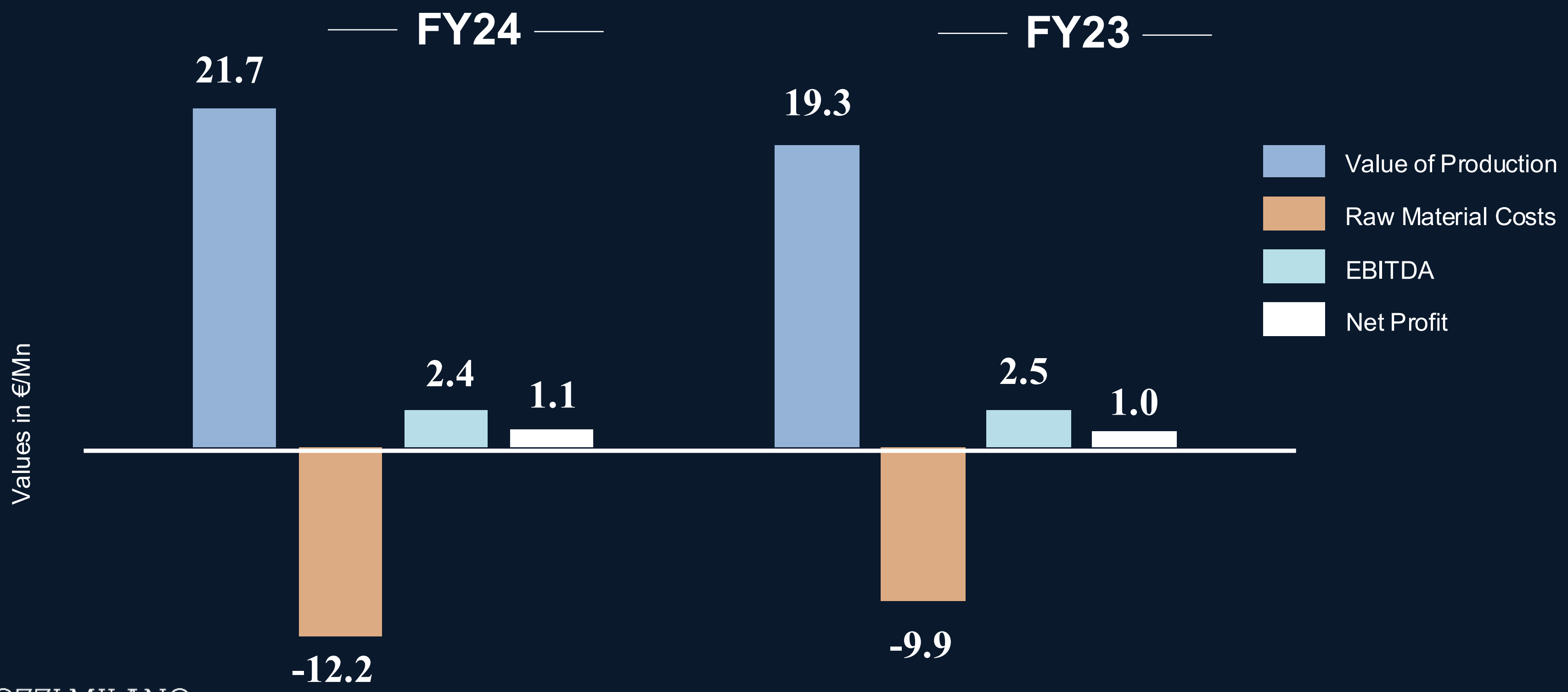
1H 2025

FIRST CONSOLIDATED REPORT

€11.6Mn	€0.4Mn	9.2%	€2.3Mn
VALUE OF PRODUCTION	NET PROFIT	EBITDA MARGIN	NET FINANCIAL DEBT

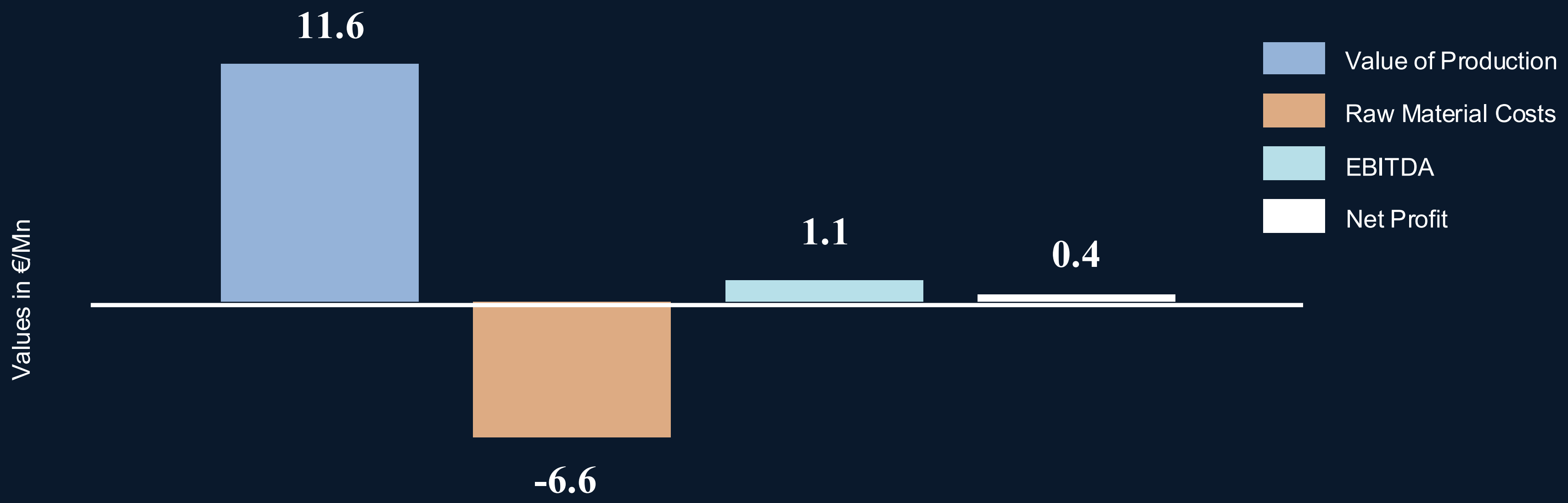
Source: Consolidated Half-Year Financial Report as at June 30, 2025

INCOME STATEMENT FY23 VS. FY24



Source: Company Annual Financial Statements, FY23 & FY24

1H 2025 INCOME STATEMENT



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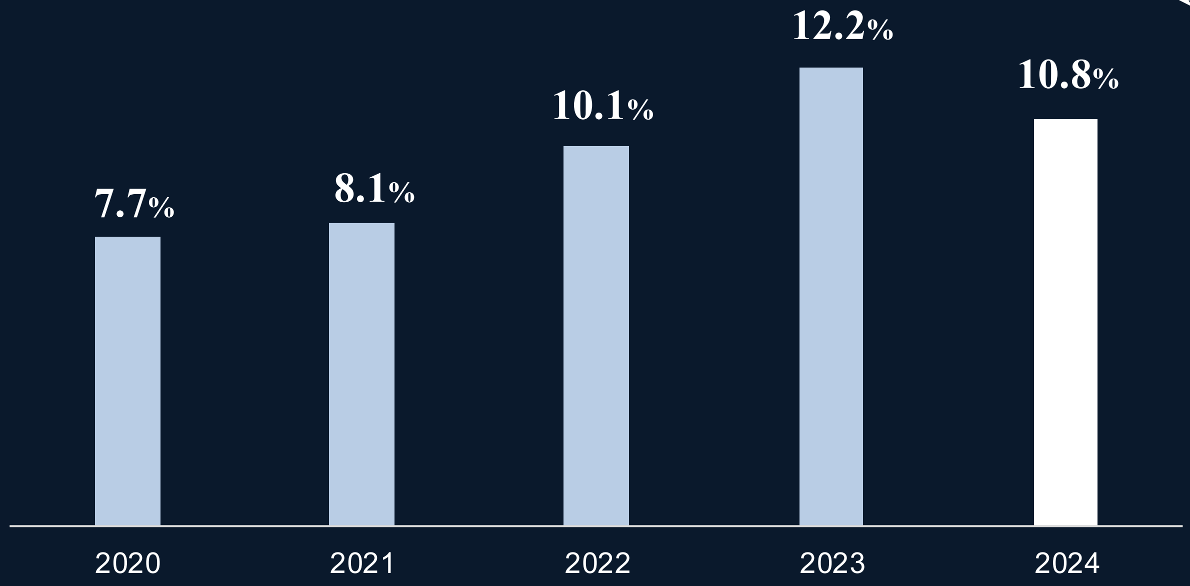
Source: Consolidated Half-Year Financial Report as at June 30, 2025

FY EBITDA MARGIN

+310Bps

2020 VS. 2024



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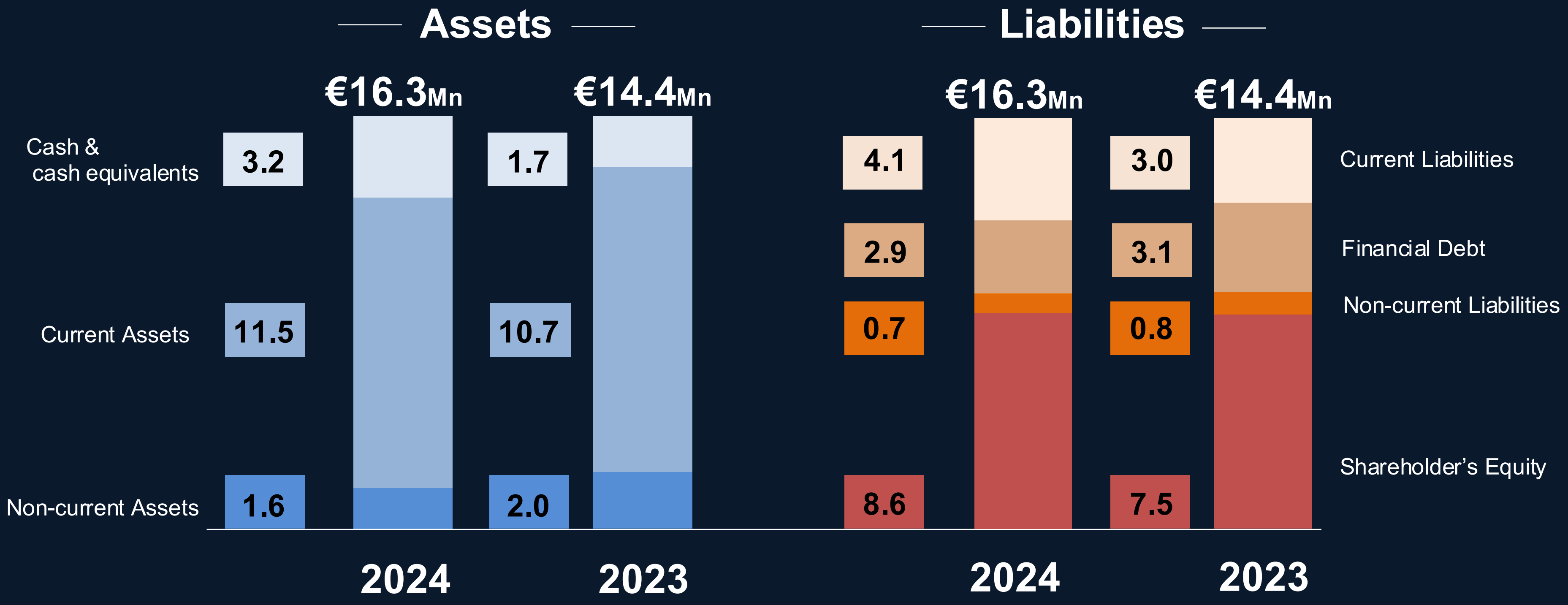
Source: Company Annual Financial Statements (2020-2024)

BALANCE SHEET FY23 VS. FY24



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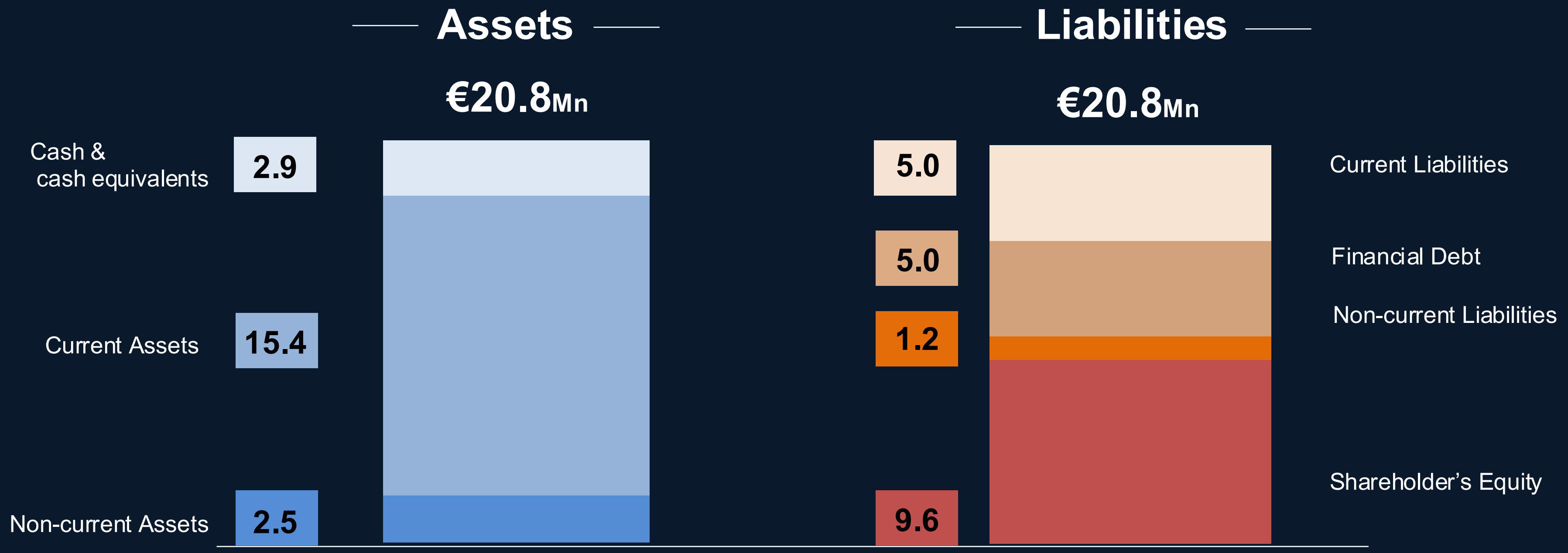
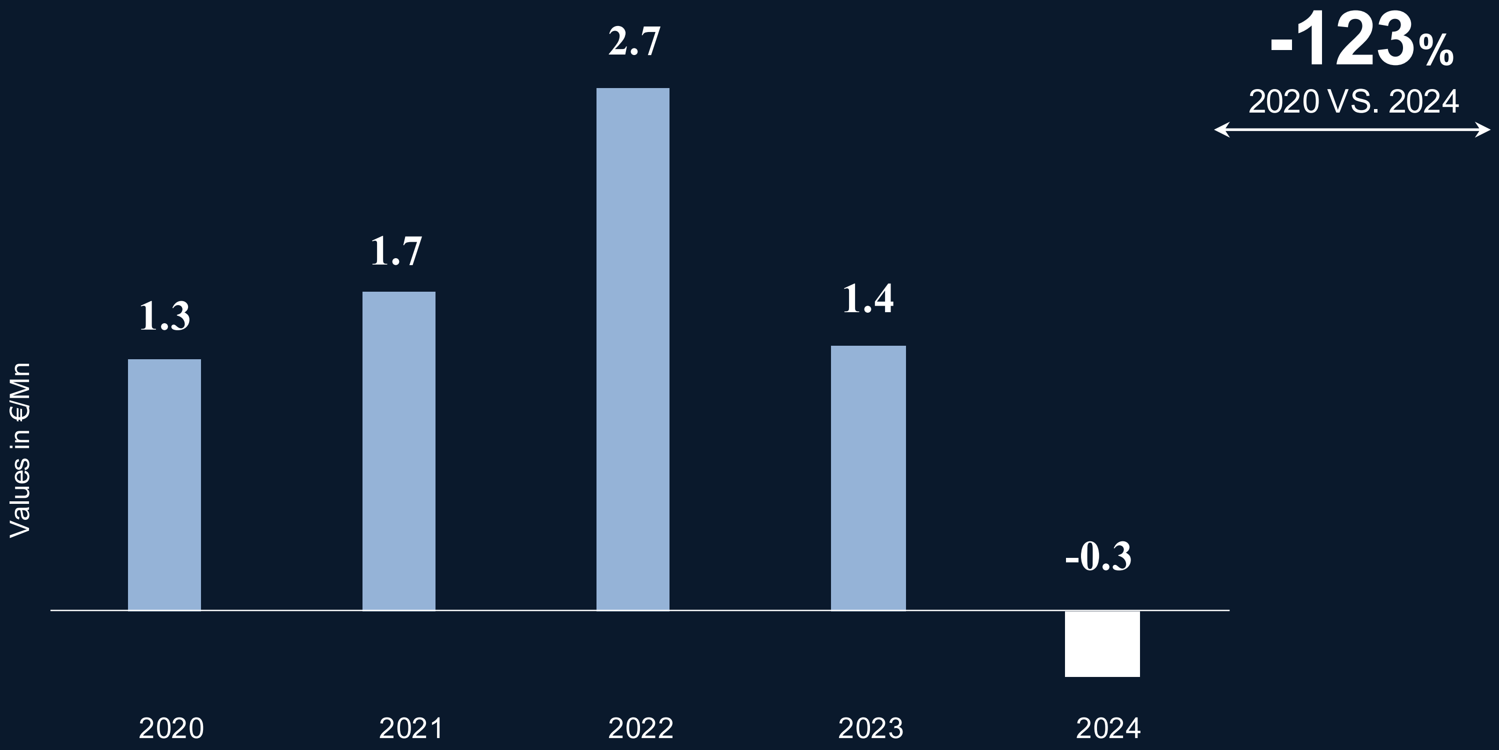
Source: Company Annual Financial Statements, FY23 & FY24

1H 2025 BALANCE SHEET



Source: Consolidated Half-Year Financial Report as at June 30, 2025

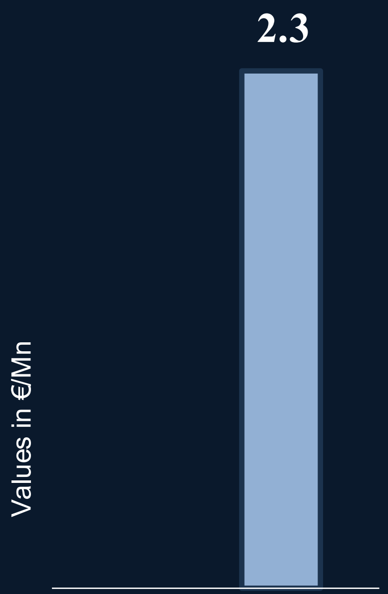
NET FINANCIAL DEBT (2020-2024)



Source: Company Annual Financial Statements (2020-2024)

1H 2025 NET FINANCIAL DEBT

CONSOLIDATED



SNAPSHOT

Cash & Cash Equivalents
2.9

Current Financial Debt
2.4

Non-Current Financial Debt
2.8

Net Financial Debt
2.3

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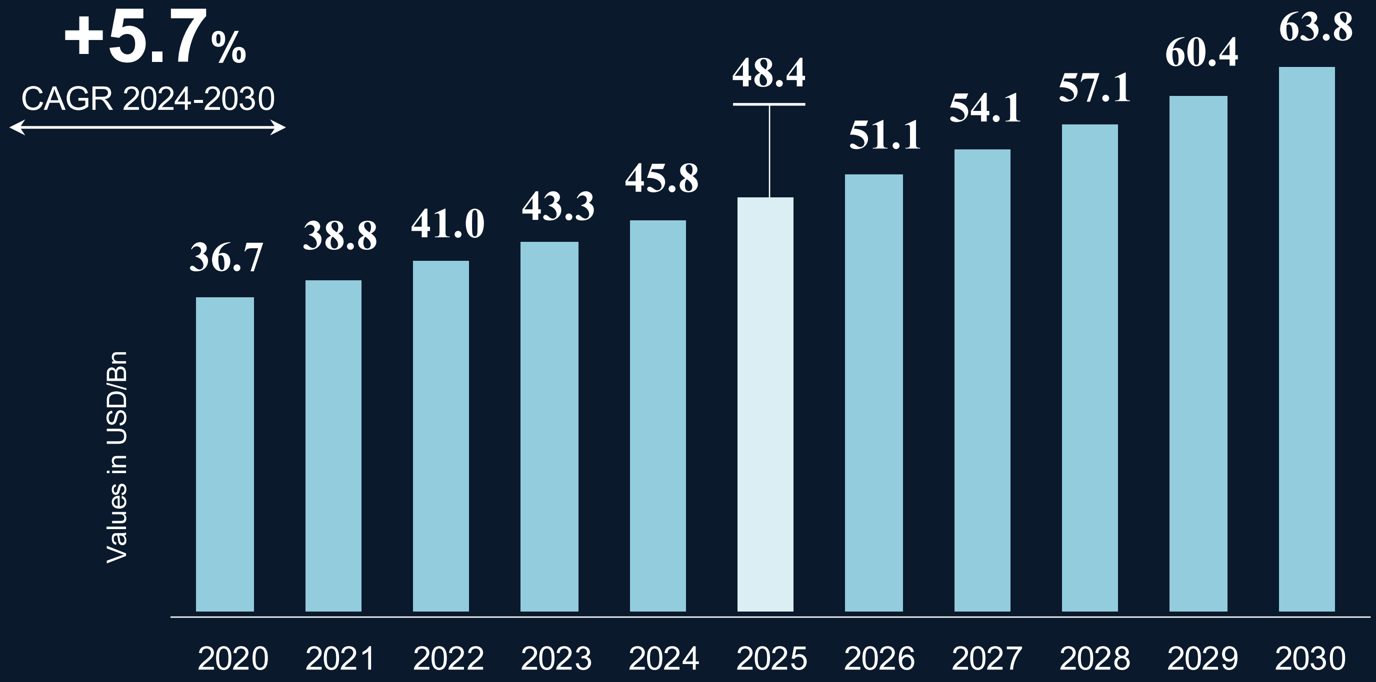
Source: Consolidated Half-Year Financial Report as at June 30, 2025

AN EVER-GROWING MARKET



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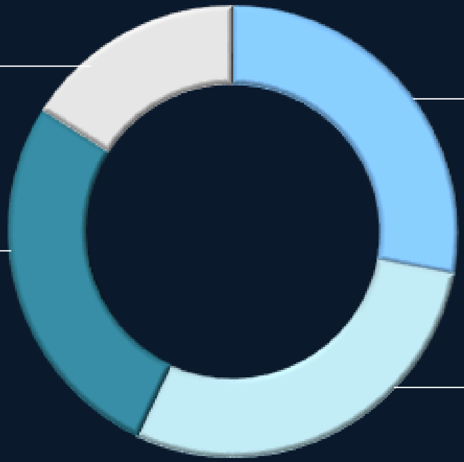
Source: GlobeNewswire, 2024; BusinessWire, 2024

TABLEWARE MARKET

>$45Bn[1]



PLASTIC ITEMS
16%

METAL ITEMS
27%

GLASS ITEMS
28%

CERAMIC ITEMS
29%

POZZI MILANO

Source: Global Market Insights, 2025; Grand View Research, 2025

#1 MARKET DRIVER

THE RISE OF THE MIDDLE CLASS IN EMERGING MARKETS

+4Bn
BY 2030

#2 MARKET DRIVER

HOME STYLING AND TABLE-SCAPING

+6.2%
BY 2030

Source: Brookings Institution, 2021; Research and Markets, 2025

THANK YOU

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