



POZZI MILANO

Press Release

POZZI MILANO TAKES PART IN MILANO DESIGN WEEK 2026 WITH THE “WOMEN & DESIGN” INITIATIVE AT CONFCOMMERCIO MILANO

THE BRANDS POZZI MILANO 1876 AND RIVADOSSI ARE INVOLVED IN AN INSTALLATION AND AN EVENT DEDICATED TO DESIGN AND THE HO.RE.CA. SECTOR

Monticelli Brusati (BS), April 16, 2026 – Pozzi Milano S.p.A. (“**Pozzi Milano**” or the “**Company**”), active in the tableware fashion sector and owner of the “EasyLife”, “Mascagni Casa” brands and, through its subsidiary Pozzi Brand Diffusion S.r.l., of the “Pozzi” and “Castello Pozzi” brands, announces its participation in **Milano Design Week 2026**, scheduled to take place in Milan from April 21 to April 26, 2026, through an initiative promoted and organized at the premises of **ART Confcommercio**, within the “Women & Design” project.

The initiative includes the realization of an exhibition installation open to the public throughout the duration of the event, as well as the organization of an **institutional event** scheduled for **April 21, 2026**, which will involve representatives from the design world, institutions, and the HO.RE.CA. sector.

Within the initiative, among others, the brands “Pozzi Milano 1876” and “Rivadossi Sandro” will be showcased, as expressions of Italian tradition in table culture and design applied to everyday life. With reference to the latter, the Company operates as exclusive and independent distributor of Rivadossi-branded products in a selection of Italian and international markets, in line with existing commercial agreements ([link](#) to press release).

Diego Toscani, Chairman of Pozzi Milano, stated: *“This initiative represents a concrete opportunity to enhance design as a distinctive element of the Italian system, fostering connections between companies, professionals and institutions. Milano Design Week represents a privileged context to strengthen dialogue with the market and promote an integrated vision between product, experience and table culture”.*

The initiative represents an important positioning lever for the Group, enhancing design as a distinctive element of “Made in Italy” and strengthening the integration between product, experience and table culture.

This press release is available on the Company’s website (www.pozzimirano.it) in the *Investor Relations / Financial Press Releases* section.



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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 décor and furnishing accessories sector, subsequently merged by incorporation into Pozzi Milano S.p.A. with effect from 1 January 2026, and, in July 2025, with the acquisition of 100% of Venditio SAS, a French master agent specialised in the promotion of the sale of tableware and kitchenware products.

For further information, please contact:

Pozzi Milano S.p.A.

Fabio Sanzogni – Investor Relations Manager

E-mail investor@pozzimilano.it

Tel. +39 030 68 50 825