



POZZI MILANO

Press Release

**THE BOARD OF DIRECTORS OF POZZI MILANO APPROVES THE MERGER BY INCORPORATION  
PROJECT OF MASCAGNI CASA S.r.l. INTO POZZI MILANO S.p.A.**

**Monticelli Brusati (BS), September 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, announces that today the merger by incorporation project (the “**Merger Project**”) of Mascagni Casa S.r.l. (“**Mascagni Casa**” or the “**Incorporated Company**”), a 100% wholly-owned subsidiary, into Pozzi Milano (the “**Incorporating Company**”) was filed for registration with the Companies Register of Brescia and Bologna. The Merger Project was approved by the respective Boards of Directors on August 28, 2025 ([link](#) to press release) and drafted pursuant to Articles 2501-ter, paragraph 3, and 2505 of the Italian Civil Code.

Since this is a merger by incorporation of a wholly-owned company, as the Incorporating Company holds – and will continue to hold at the time of the merger deed – the entire share capital of the Incorporated Company, it is envisaged that the resolution regarding the merger will be adopted, for Pozzi Milano, by the Administrative Body with notarial recording, as provided for by the current Articles of Association, and for the Incorporated Company by its Extraordinary Shareholders’ Meeting.

Pursuant to Art. 2505, paragraph 3, of the Italian Civil Code, the shareholders of Pozzi Milano representing at least 5% of the share capital have the right to request, by submitting an application to the Company within eight (8) days from the filing of the Merger Project with the competent Companies Register of Brescia, that the resolution on the merger be adopted instead by the Company’s Extraordinary Shareholders’ Meeting convened for that purpose. Shareholders wishing to exercise this right must submit a request within eight (8) days from the filing date, accompanied by certification proving ownership of the shares, either by sending a registered letter to the Company’s registered office at Via Fornaci 4/A-B, 25040 Monticelli Brusati (BS), or via certified email at [easylifedesignsrl@legalmail.it](mailto:easylifedesignsrl@legalmail.it).

It is also noted that, pursuant to Article 2501-septies of the Italian Civil Code, the Merger Plan, together with the financial statements for the last three financial years of Pozzi Milano and Mascagni Casa, will be made available to the public at the Company’s registered office (Via Fornaci 4/A-B, 25040 Monticelli Brusati (BS)) and on the Company’s website at [www.pozzimilano.it](http://www.pozzimilano.it), under the section *Investor Relations/Extraordinary Transactions*, as well as on the Borsa Italiana S.p.A. website at [www.borsaitaliana.it](http://www.borsaitaliana.it), section *Shares/Documents*, in compliance with the applicable provisions of the Euronext Growth Milan Issuers’ Regulations.



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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:

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