



POZZI MILANO

Press Release

POZZI MILANO: EXECUTION OF THE DEED OF MERGER BY INCORPORATION OF MASCAGNI CASA S.r.l. INTO POZZI MILANO S.p.A.

Monticelli Brusati (BS), January 12, 2026 – Pozzi Milano S.p.A. (“**Pozzi Milano**” or the “**Company**”), active in the tableware fashion sector and owner of the “EasyLife” trademark, heads the group composed of the subsidiaries Pozzi Brand Diffusion S.r.l. (owner of the “Pozzi” and “Castello Pozzi” trademarks), Mascagni Casa S.r.l. (owner of the “Mascagni Casa” trademark) and the French company Venditio SAS (together with the Company, the “**Group**”), further to what was disclosed on 28 August 2025, 1 September 2025, 10 September 2025 and 28 October 2025, hereby announces that, as of today, the merger by incorporation (the “**Merger**”) of the wholly owned subsidiary Mascagni Casa S.r.l. (“**Mascagni Casa**” or the “**Incorporated Company**”) into Pozzi Milano (the “**Incorporating Company**”) has been implemented through the execution of the relevant deed of merger, drawn up by Notary Annachiara Corcione.

It is recalled that the Merger was resolved in a notarial meeting by the Board of Directors of the Company (pursuant to and for the purposes of Articles 2501-ter, paragraph 3, and 2505 of the Italian Civil Code, as well as Article 24.1 of the Company's by-laws currently in force) and by the extraordinary shareholders' meeting of the Incorporated Company held on 28 October 2025, following the preparation and approval of the merger plan by the competent corporate bodies of both the Incorporating Company and the Incorporated Company. The merger plan was filed with the Companies' Register of Brescia and Bologna on 1 September 2025 and published in accordance with applicable law.

The Merger will allow greater efficiency in the management of resources and financial flows, fostering operational and administrative synergies and resulting in a reduction of general costs arising from the maintenance of duplicate structures and functions.

The civil law effects of the Merger, pursuant to Article 2504-bis, paragraph 2, of the Italian Civil Code, shall take effect from the date on which the last of the registrations of the deed of merger is carried out with the competent Companies' Registers. As from such date, Pozzi Milano shall succeed to all the rights and obligations of the Incorporated Company, continuing all its legal relationships, whether active or passive, existing prior to the effective date of the Merger. The transactions of the companies participating in the Merger, pursuant to Article 2504-bis, paragraph 3, of the Italian Civil Code, shall be attributed to the financial statements of the Incorporating Company as from 1 January 2026. The tax effects of the Merger, pursuant to Article 172, paragraph 9, of Presidential Decree No. 917 of 1986, shall take effect from the same date.

In consideration of the “simplified” nature of the Merger, the share capital of the Incorporating Company shall remain unchanged, and the Merger shall be carried out through the cancellation of all the shares constituting the share capital of the Incorporated Company. Pursuant to and for the purposes of Article 2505, paragraph 1, of the Italian Civil Code, no exchange ratio shall be applied, nor shall any procedures for the assignment of shares of the Incorporating Company or the determination of the date from which such shares are entitled to profits be required. The by-



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laws of the Incorporating Company shall not be amended because of the Merger, as the business carried out by Mascagni Casa, which Pozzi Milano will take over as a result of the Merger, already falls within the scope of activities and the by-laws of Pozzi Milano.

The deed of merger will be filed for registration with the competent Companies' Registers within the statutory term of 30 days from today's date, of which due disclosure will be provided to the public. As from such date, the Incorporating Company shall succeed to all the legal relationships, whether active or passive, pertaining to the Incorporated Company, which shall consequently cease to exist.

The deed of merger executed today, drawn up in the form of a public deed, shall be made available to the public within the time limits provided for by the current regulatory and legislative framework at the Company's registered office and on the Company's website at www.pozzimilano.it, *Investor Relations / Extraordinary Transactions* section, as well as on the website of Borsa Italiana S.p.A. at www.borsaitaliana.it, *Shares / Documents* section.

For a more detailed description of the terms of the Merger, reference is made to the relevant press releases and to the documents filed and made available to the public at the Company's registered office and on Pozzi Milano's website www.pozzimilano.it, in the *Investor Relations / Extraordinary Transactions* and *Investor Relations / Financial Press Releases* sections.

For the transmission and storage of regulated information, the Company utilizes the Info dissemination system (www.linfo.it), managed by Computershare S.p.A., headquartered in Milan, Via Lorenzo Mascheroni no. 19, and authorized by CONSOB.

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

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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