



POZZI MILANO

Press Release

POZZI MILANO: STRENGTHENS ITS PRESENCE IN THE AMERICAS

NEW ORDERS FROM MEXICO FOR TABLEWARE PRODUCTS FOR A TOTAL VALUE OF USD 1.7 MILLION

Monticelli Brusati (BS), February 10th, 2026 – Pozzi Milano S.p.A. (“**Pozzi Milano**” or the “**Company**”), active in the tableware fashion sector and owner of the “EasyLife” brand and, through its subsidiary Pozzi Brand Diffusion S.r.l., of the “Pozzi” and “Castello Pozzi” brands, announces that it has secured new orders from the Mexican market for a total value of approximately USD 1.7 million (equal to approximately €1.4 million).

The orders are part of an established commercial relationship, in continuity with those finalized in January 2024 ([link](#) to press release) and in January 2025 ([link](#) to press release), confirming the Company’s growing penetration in the North American market and the solidity of its international development strategy.

Mexico represents a key market within the broader strategy of expansion in the Americas, an area that continues to show high growth rates and strong appreciation for Italian design. As of 30 June 2025, as reported in the half-year financial report, the Americas accounted for nearly 18% of revenues, with sales of approximately €2.0 million, up 31.2% year on year.

Fabio Sanzogni, CEO of Pozzi Milano, commented: *“The continuity of orders from the Mexican market reflects a now well-established positioning in the Americas, a strategic area for the Company’s future development. Our priority remains selective expansion in high-potential markets, where we can best enhance our brands and industrial know-how. We continue to work on a flexible and efficient operating model, focused on sustainable growth and the building of long-term commercial relationships”.*

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

Euronext Growth Advisor

Integrae SIM S.p.A.

Piazza Castello, 24

20121 - Milan

E-mail: info@integraesim.it

Tel. +39 02 80 50 61 60

Media Relations

Integrae SIM S.p.A.

Piazza Castello, 24

20121 – Milan

E-mail: dmm@integraesim.it

Tel. +39 02 80 50 61 60