



POZZI MILANO

Press Release

POZZI MILANO: BINDING OFFER SIGNED FOR THE ACQUISITION OF THE “FORMER UNITABLE DIVISION” BUSINESS UNIT OF THUN S.p.A. TO STRENGTHEN ITS POSITION IN THE MID-HIGH-END DESIGN AND HOME DÉCOR SEGMENT

Monticelli Brusati (BS), May 13, 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 that it has signed today a binding offer, subject to the occurrence of certain conditions, aimed at the acquisition of a business unit of Thun S.p.A., a company founded in Bolzano in 1950 and part of the Lenet Group, active in the home décor and quality giftware sector, consisting of the “Division ex Unitable” operating in the design and home décor segment (the “**Business Unit**” or the “**Acquisition**” or the “**Transaction**”). The Business Unit also includes a portfolio of four brands recognized in the relevant market **La Porcellana Bianca, Rose & Tulipani, Rituali Domestici** and **Domino** together with the related intellectual property rights (national and international registrations, domain names, logos, product know-how and any other related distinctive signs). The closing of the Transaction is expected by the end of July 2026.

The Transaction is part of Pozzi Milano’s **external growth strategy** and would allow to significantly accelerate its development path through the acquisition of a portfolio of complementary brands, strengthening its presence in the reference segment and preventing the entry of new competing operators. In particular, the Acquisition would allow Pozzi Milano to significantly expand its offering in tableware and home décor, integrating brands with **distinct** but **synergic** positioning and characterized by **diversified supply chains** largely not exposed to Far East sourcing dynamics. The Transaction would also strengthen the coverage of different customer segments, further consolidating the Company’s presence in domestic and international markets, as well as optimizing operational and logistics efficiency.

Structure and details of the Transaction

The Business Unit operates in the design and home products segment, with a “premium accessible” positioning and a diversified offering across multiple product lines and brands with distinct identities.

As of **December 31, 2025**¹, the Business Unit recorded **Sales Revenues** of approximately **€7.5 million**, of which approximately one third derived from exports, and an **EBITDA** of approximately **€1.0 million** (EBITDA Margin of 13.9%). As of the same date, the Business Unit employed **10**

¹ The economic and financial data relating to the Business Unit have been provided by the seller and have not been independently verified by the Company; they should therefore be considered preliminary and are currently subject to due diligence activities and to review by the auditing firm Ria Grant Thornton S.p.A..



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employees. Inventory value as of December 31, 2025 amounted to approximately **€3.8 million**, while liabilities amounted to approximately €0.3 million.

The brands included within the scope of the Transaction are:

- **La Porcellana Bianca:** positioned in the mid-high tableware segment, it stands out for its elegant and timeless style, inspired by Tuscan tradition and the culture of conviviality.
- **Rose & Tulipani:** positioned in a more accessible segment and oriented towards everyday use, with a creative and decorative style that enhances an informal and customizable table setting.
- **Rituali Domestici:** active in home décor, it offers furnishing items with contemporary design, aimed at customers attentive to aesthetics and personalization of spaces.
- **Domino:** completes the offering with a tableware proposal featuring a modern style, characterized by attention to design and material quality.

In addition to the brands and related intellectual property rights, the Business Unit will include the inventory as of May 31, 2026, all contracts with landlords, customers and suppliers, agency agreements and employees in place at the closing date. Also included are improvements and furnishings of the Milan premises, as well as the content and structure of the e-commerce website named THUN Casa, excluding the related domain name, and other existing channels. All financial contracts are expressly excluded, as well as salaries relating to May 2026 and commissions accrued by agents on sales concluded by May 31, 2026.

The Acquisition by Pozzi Milano is subject to certain conditions precedent typical for transactions of this nature, to be satisfied by July 6, 2026, including, inter alia, the positive outcome of due diligence activities, the agreement on the contents of the SPA – Sale and Purchase Agreement – and related representations and warranties in line with market practice, as well as the issuance of a waiver by the seller's banking counterparties in relation to the transfer of the Business Unit.

The Transaction will take place against the payment of a consideration determined according to a formula based on market multiples (the "**Payment**"), which shall in any case not be lower than €4.5 million nor higher than €7.0 million (the "**Price Cap**"). The Consideration will be determined on a cash-free/debt-free basis, i.e. assuming that the Business Unit is transferred free of financial debt and cash.

In detail, the payment of the Consideration will be entirely in cash, according to a mix of funding sources between own resources and third-party financing deemed appropriate by management at the closing date, and according to the following terms: a first installment equal to 50% of the Consideration to be paid at signing following due diligence and subject to the satisfaction of the conditions precedent set forth in the binding offer; a second installment equal to 25% to be paid by October 15, 2026; and a final installment equal to the remaining 25% to be paid by December 15, 2026.

It should be noted that the Acquisition would qualify, based on current conditions and considering the Price Cap, as a significant transaction pursuant to Article 12 of the Euronext



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Growth Milan Issuers' Regulation, as all the relevance thresholds set out in Schedule Three thereof are exceeded, while it does not qualify as a "Reverse Take Over" pursuant to Article 14 of the Euronext Growth Milan Issuers' Regulation.

Any further updates regarding the Transaction will be promptly disclosed to the market.

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.pozzimirano.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 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:

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