



POZZI MILANO

Press Release

POZZI MILANO: PUBLISHED THE INFORMATION DOCUMENT RELATING TO A MATERIAL RELATED PARTY TRANSACTION

Monticelli Brusati (BS), July 3rd, 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, further to its press release dated [June 29, 2026](#) and clarifying that the favourable opinion of the Related Party Transactions Committee was issued on 28 June 2026, that it has today published the “Information Document relating to Material Related Party Transactions” (the “**Information Document**”), concerning the renewal of the framework agreement with Promotica S.p.A., relating to the supply by the Company to Promotica S.p.A. of home and tableware products made of porcelain and other high-quality materials bearing the “EasyLife”, “Pozzi”, “Castello Pozzi” and “Pozzi Milano 1876” trademarks, as well as the granting of a licence to use the “EasyLife” trademark and a sublicense to use the “Pozzi”, “Castello Pozzi” and “Pozzi Milano 1876” trademarks.

The Information Document is available at the Company’s registered office (Monticelli Brusati (BS), Via Fornaci 4/A-B), on the Company’s website at www.pozzimirano.it, under the *Investor Relations/Related Party Transactions* section, as well as on the website of Borsa Italiana S.p.A., www.borsaitaliana.it, under the *Shares/Documents* section.

For the transmission and storage of regulated information, the Company utilizes the Info dissemination system (www.info.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.info.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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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