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POZZI MILANO

Press Release

THE BOARD OF DIRECTORS OF POZZI MILANO RESOLVES TO EXECUTE THE RESERVED CAPITAL INCREASE FOR THE COMPLETION OF THE ACQUISITION OF 100% OF IVV ITALIA S.r.l. AND FORMA ITALIA S.r.l.

NOTICE OF CHANGE IN SHARE CAPITAL, FILING OF THE CERTIFICATE PURSUANT TO ARTICLE 2444 OF THE ITALIAN CIVIL CODE AND UPDATED BYLAWS

SUBSTANTIAL CHANGE IN SIGNIFICANT SHAREHOLDERS

Monticelli Brusati (BS), August 24, 2026 – The Board of Directors of **Pozzi Milano S.p.A.** ("**Pozzi Milano**" or the "**Company**"), active in the tableware and home décor sector and owner of the "EasyLife", "Mascagni Casa", "La Porcellana Bianca", "Rose & Tulipani", "Rituali Domestici" and "Domino" brands and, through its subsidiary Pozzi Brand Diffusion S.r.l., of the "Pozzi" and "Castello Pozzi" brands, which met today under the chairmanship of Dr. Diego Toscani and, following the press releases issued on 13 June 2026 and 30 June 2026, resolved to execute the reserved share capital increase aimed at completing the acquisition of 100% of IVV Italia S.r.l. ("**IVV**") and Forma Italia S.r.l. ("**Forma Italia**"), approved by the Extraordinary Shareholders' Meeting held on 30 June 2026 (the "**Reserved Capital Increase**" or the "**Transaction**").

Today, the Board of Directors verified, within the term provided for by Article 2343-quater of the Italian Civil Code, that no relevant new facts had arisen capable of materially affecting the value of the contributed equity interests compared to the value resulting from the independent expert's report, and that no request for a new valuation pursuant to Article 2343 of the Italian Civil Code had been submitted.

Following the completion of the Transaction and the filing of the certificate confirming the execution of the capital increase with the competent Companies' Register of Brescia today, the new composition of the Company's share capital is as follows:

	CURRENT SHARE CAPITAL			PREVIOUS SHARE CAPITAL			VARIATION		
	Euro	No. of Shares	Par Value	Euro	No. of Shares	Par Value	Euro	No. of Shares	Par Value
TOTAL	1,024,701.00	51,235,050	Shares with no par value	696,925.00	34,846,250	Shares with no par value	327,776.00	16,388,800	Shares with no par value
Of which Ordinary Shares	1,024,701.00	51,235,050		696,925.00	34,846,250		327,776.00	16,388,800	

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Furthermore, the Company announces, pursuant to the Transparency Requirements and Article 17 of the Euronext Growth Milan Issuers' Regulation, that it has today received the notifications required under the applicable regulations concerning a substantial change in the holdings of significant shareholders. In particular, SFERA S.r.l. notified that it had exceeded the 10% relevant threshold of Pozzi Milano's share capital; Swiss Stellage S.A. – formerly Cryn Finance S.A. – SPF –, Rinaldo Denti ("**Significant Shareholder**"), and his children jointly submitted the notification of their decrease below the 10% relevant threshold of the share capital; Fabio Sanzogni and Guglielmo Di Silvio notified, respectively, their decrease below the 5% relevant threshold.

Pursuant to Article 26 of the Euronext Growth Milan Issuers' Regulation and based on the notifications received, the Company announces, according to the latest information available to it, the updated composition of its shareholding structure:

Shareholder	No. of Shares	Interest (%)
Diego Toscani	30,539,864	59.61%
Through H.ITA S.r.l.[1]	*11,596,000*	*22.63%*
Directly held	*18,943,864*	*36.97%*
SFERA S.r.l.[2]	5,464,050	10.66%
Total Swiss Stellage S.A. + Family	4,090,000	7.98%
Swiss Stellage S.A.[3]	*3,365,000*	*6.57%*
Children of the Significant Shareholder	*600,000*	*1.17%*
Rinaldo Denti	*125,000*	*0.24%*
Market	11,141,136	21.75%
Total	**51,235,050**	**100.00%**

[1] *Company wholly owned by Diego Toscani. The shares are subject to a 12-month lock-up period starting from 24 August 2026.*
[2] *Company owned by Donatella Coperchio (49.00%), Federica Capitanelli (17.00%), Elisa Polverini (17.00%), Annalisa Capitanelli (8.50%) and Roberto Capitanelli (8.50%). A total of 4,792,800 shares are subject to a 12-month lock-up period starting from 24 August 2026.*
[3] *Company wholly owned by Rinaldo Denti.*

The Company further announces that, pursuant to Article 26 of the Euronext Growth Milan Issuers' Regulation, the names of Pozzi Milano's significant shareholders are also available on the Company's website at www.pozzimilano.it, under the *Investor Relations / Shareholding Structure and Share Capital* section.

The Company will update the composition of its shareholding structure and promptly disclose any changes should further notifications be received from shareholders.

The updated Bylaws are available on the Company's website at www.pozzimilano.it, under the *Governance / Corporate Documents* section, as well as on the website of Borsa Italiana S.p.A. at www.borsaitaliana.it, under the *Shares / Documents* section.

As a result of the execution of the Transaction, Pozzi Milano now holds 100% of the share capital of IVV Italia S.r.l. and 100% of the share capital of Forma Italia S.r.l.. For further information on the objectives of the Transaction, as well as on the reasons for the exclusion of pre-emption rights, reference is made to the explanatory report prepared by the Board of Directors pursuant to Article 2441, paragraph 6, of the Italian Civil Code, together with the Independent Expert's report pursuant to Article 2343-ter, paragraph 2, letter (b), of the Italian Civil Code, and the opinion on the fairness of the issue price issued by the Board of Statutory Auditors pursuant to Article 2441, paragraph 6, of the Italian Civil Code. Such documents are available to the public on the Company's website at www.pozzimilano.it, under the *Investor Relations / Shareholders' Meetings* section, as well as on the website of Borsa Italiana S.p.A. at www.borsaitaliana.it, under the *Shares / Documents* section.

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This press release is available on the Company's website (www.pozzimilano.it) in the *Investor Relations / Financial Press Releases* section and on www.1info.it.

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About Pozzi Milano S.p.A.

Pozzi Milano is headquartered in Monticelli Brusati (BS) and operates in the tableware and home décor sectors, with a positioning in the medium-high market segment. As of 1 July 2026, the Company's brand portfolio consists of eight brands: EasyLife, Mascagni Casa, La Porcellana Bianca, Rose & Tulipani, Rituali Domestici and Domino and, through its subsidiary Pozzi Brand Diffusion S.r.l., Pozzi and Castello Pozzi, which are subject to a licensing strategy. Mascagni Casa became part of the Company's brand portfolio following the merger by incorporation of Mascagni Casa S.r.l. into Pozzi Milano S.p.A., effective as of 1 January 2026, while the La Porcellana Bianca, Rose & Tulipani, Rituali Domestici and Domino brands were acquired upon completion of the acquisition of the "former Unitable Division", a business unit of THUN S.p.A. S.B..

Completing its offering, since January 2022 the Company has also distributed the WD Lifestyle brand internationally. Production is entirely outsourced through a well-established network of suppliers, mainly located in China, Europe and Italy. A distinctive feature of Pozzi Milano is the continuous creation of new collections by its in-house creative team, enabling the Company to offer its customers a comprehensive range of highly fashionable products while making the concept of fashionable tableware accessible.

In July 2025, the Company acquired 100% of Venditio SAS, a French master agent specialised in the promotion and sale of tableware and kitchenware products, thereby expanding its commercial structure to support international growth.

For further information, please contact:

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