



POZZI MILANO

CORPORATE
PRESENTATION

2026

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A top-down view of a formal dining table setting. The central focus is a large plate with a complex, repeating geometric pattern in shades of blue, gold, and white. To the left of the plate, a silver fork and knife are laid out on a white napkin. To the right, a silver spoon is placed. Above the central plate, a smaller glass with a similar geometric pattern is visible. The background is a dark, textured surface, possibly a tablecloth or wood. The text "OUR BUSINESS" is overlaid in the center of the image in a white, sans-serif font.

OUR BUSINESS

BOARD OF DIRECTORS



**Diego
Toscani**

CHAIRMAN

- Founder & CEO of **Promotica S.p.A.**, listed on Euronext Growth Milan since 2020, with extensive capital markets experience
- Majority shareholder and Chairman of **Pozzi Milano S.p.A.**
- Proven track record in scaling loyalty, retail and consumer brands
- Board member of **AssonNext (Italian Listed SMEs Association)**
- Active investor and chairman in traditional Made in Italy brands (Coltelleria Berti, IVV Italia) through his holding vehicle



**Bruno
Piardi**

VICE CHAIRMAN

- Vice Chairman of Pozzi Milano S.p.A., with **over 35 years of experience** in the home & lifestyle sector.
- Strong **international commercial background**, managing buyers across Europe, Americas, Asia and Middle East
- **Extensive expertise in product development**, sourcing and global procurement
- **Former Product, Sales & Marketing Director of the Company**, driving brand positioning and international expansion



**Fabio
Sanzogni**

CEO

- **CEO of Pozzi Milano** with strong **operations and industrial background**
- Over **30 years of experience** in home & consumer manufacturing and integration processes.
- Board member since **2019**; previously **Vice Chairman & CEO (2022-2024)**.
- Also CEO & Vice Chairman of Mascagni Casa (100% controlled subsidiary)



**Guglielmo
Di Silvio**

DIRECTOR

- **Co-founder of Promotica S.p.A.**, listed on Euronext Growth Milan since 2020; current Board Member
- **Strong background in purchasing**, sourcing and commercial strategy within consumer & home sectors
- **Former Purchasing Director** with extensive international supplier management experience
- Entrepreneur active in home & lifestyle imports through **Mercati S.r.l. (WD Lifestyle brand)**



**Rossana
Faustini**

INDEPENDENT
DIRECTOR

- Independent Director with **extensive experience in corporate governance and financial oversight**
- **Chartered Accountant and Statutory Auditor** since 1995
- Former Chairman of the Board of Statutory Auditors of an **Euronext Growth Milan** listed company
- Strong expertise in corporate law, accounting, control systems and business advisory

SHAREHOLDING & GROUP STRUCTURE

SHAREHOLDING STRUCTURE (%)

Diego Toscani **54.36%**

Cryn Finance S.A. - SPF **9.17%**

Company attributable to Rinaldo Denti

Fabio Sanzogni **6.83%**

Delia S.r.l. **5.60%**

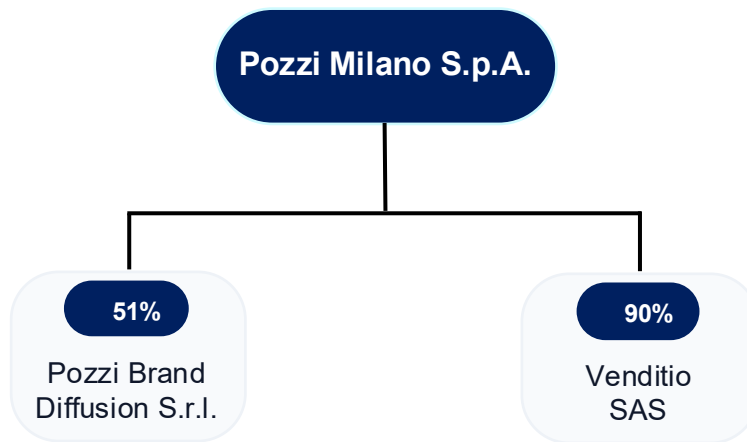
Company attributable to Guglielmo Di Silvio

Market **23.04%**

Updated as of **November 11, 2025**

Total number of shares: **34,846,250**

CORPORATE STRUCTURE¹



¹The corporate structure presented reflects the situation as of **January 22, 2026**, following the **merger by incorporation of Mascagni Casa S.r.l.** into the parent company Pozzi Milano S.p.A..

AT A GLANCE

3



PRIVATE LABEL BRANDS

DESIGNED IN ITALY

ITALIAN LISTED COMPANY

1986

The founding of Delta Group Design S.r.l..

2011

Consolidation of international market presence through participation in major international trade fairs, including Chicago, Hong Kong, and Dubai.

2016

Launch of digital sales and opening of the online store "EasyLife Boutique".

2019

In December 2019, entrepreneur Diego Toscani acquired the company from the previous ownership, bringing a new strategic vision.

2022

Corporate name changed to Pozzi Milano S.p.A. and initiation of the listing process on the Euronext Growth Milan market.

2025

Acquisition of Venditio SAS, master agent in France.

Acquisition of Mascagni Casa S.r.l., an Italian company home décor company.

Exclusive distribution of Rivadossi brand, Made in Italy cutlery.

2026

Approval of addendum to the WD Lifestyle distribution agreement.

Strengthened presence in the Americas with new orders from Mexico for USD 1.7 million.

POZZI MILANO



POZZI MILANO ANNUAL KPIs

€21.7Mn
2024 VoP

>25
COLLECTION PER YEAR

29
EMPLOYEES

85
COUNTRIES

>2,000
B2B PARTNERS

4.6Mn
UNITS SOLD



POZZI MILANO

1 H 2 0 2 5 *

*1H 2025 represents the Group's first consolidated reporting period; Pozzi Brand Diffusion S.r.l. is consolidated from January 1, 2025, while Mascagni Casa S.r.l. and Venditio S.A.S. are consolidated from April 1, 2025.



POZZI MILANO CONSOLIDATED 1H 2025 KPIs



POZZI MILANO

€11.6Mn

1H 2025 VoP

48

EMPLOYEES

60.1%

INTERNATIONAL MARKETS
ON REVENUES

€2.3Mn

NET FINANCIAL DEBT

INTEGRATED BRAND ECOSYSTEM

PRIVATE LABEL

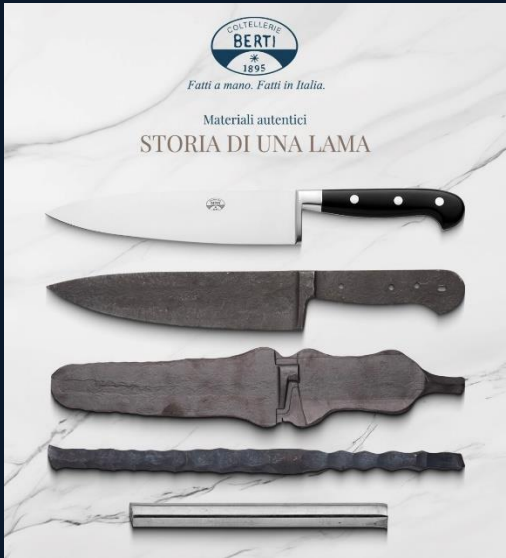


INTEGRATED BRAND ECOSYSTEM DISTRIBUTION

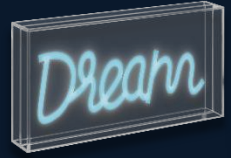


INTEGRATED BRAND ECOSYSTEM

BRAND'S NETWORK



AN OFFER DRIVEN COMPANY



CORPORATE STRATEGY

STRATEGIC POSITIONING

- ✓ International mid-to-high-end operator in the Tableware sector
- ✓ Accessible luxury, articulated across brands and styles
- ✓ Design & time-to-market as a competitive advantage

BRAND PORTFOLIO



Growth Objectives

Expansion of the brand and category portfolio (including external lines) to enhance channel coverage and international penetration.

2026 · 5 STRATEGIC PILLARS

RETAIL FOCUS

Traditional and specialty channels

INNOVATION

Product and collection differentiation

PORTFOLIO

Brand/range expansion + growth through external lines

FRANCE

Investments in the subsidiary and commercial hub

PEOPLE

Enhancement of human capital

1 H 2 0 2 5

GLOBAL FOOTPRINT

POZZI MILANO

Source: Consolidated Half-Year Financial Report as at June 30, 2025

WEST EUROPE

63.3%



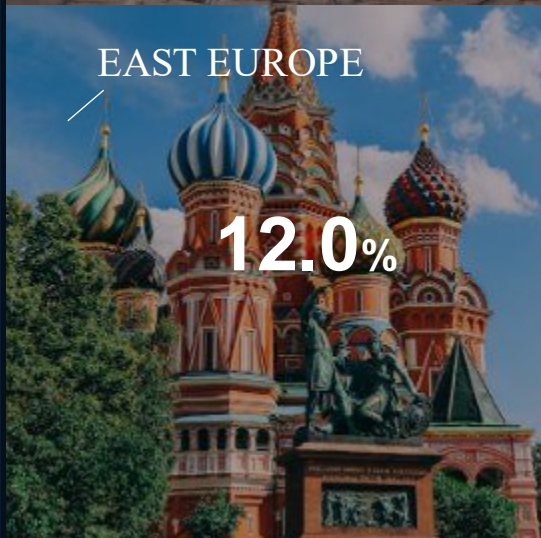
MIDDLE EAST
& AFRICA

6.8%



EAST EUROPE

12.0%



AMERICAS

17.9%





OUR
PRODUCTS

FRAGRANCE
LUXURY



DÉCOR
LUXURY



LEATHER
LUXURY



ALL ASPECTS OF LUXURY LIFESTYLE

TABLEWARE
LUXURY



GIFTING
LUXURY



REFILL
LUXURY



FLOWERS
COLLECTION

SEA
COLLECTION

LOVE
COLLECTION

ALL ASPECTS OF EVERYDAY COLLECTIONS

TABLEWARE
COLLECTION

TUSCANY
COLLECTION

MODERN
COLLECTION



**GLASSWARE
MODERN**



**DÉCOR
MODERN**



**HOME
MODERN**



**ALL ASPECTS OF
MODERN LIFESTYLE**

**PACKAGING
MODERN**



**GIFTING
MODERN**



**ART OBJECTS
MODERN**



**LIGHTING
ESSENTIALS**



**DÉCOR
ESSENTIALS**



**FIGURES
ESSENTIALS**



ALL ASPECTS OF ESSENTIALS LIFESTYLE

**SEASONAL
ESSENTIALS**



**GIFTING
ESSENTIALS**



**FESTIVE
ESSENTIALS**



A dimly lit room with a fireplace, a chair, and a candelabra. The scene is set in a room with dark wood flooring and a light-colored wall. On the right, a fireplace is lit, with a fire burning brightly. In the foreground, a modern-style chair with a dark seat and backrest is visible. To the right of the chair, a tall, ornate candelabra with several lit candles stands on a dark base. The overall atmosphere is warm and cozy, with the fire providing the primary light source.

ECONOMICS
PERFORMANCE &
MARKET OUTLOOK

2020 TO 2024

FROM STRENGTH TO STRENGTH

€21.7 Mn

VoP

+109%

REPORTED

€1.1 Mn

NET PROFIT

+315%

REPORTED

10.8%

EBITDA MARGIN

+310 Bps

€-0.3 Mn

NET FINANCIAL DEBT
CASH POSITIVE

-123%

REPORTED

1H 2025

FIRST CONSOLIDATED REPORT

€11.6Mn

VALUE OF
PRODUCTION

€0.4Mn

NET PROFIT

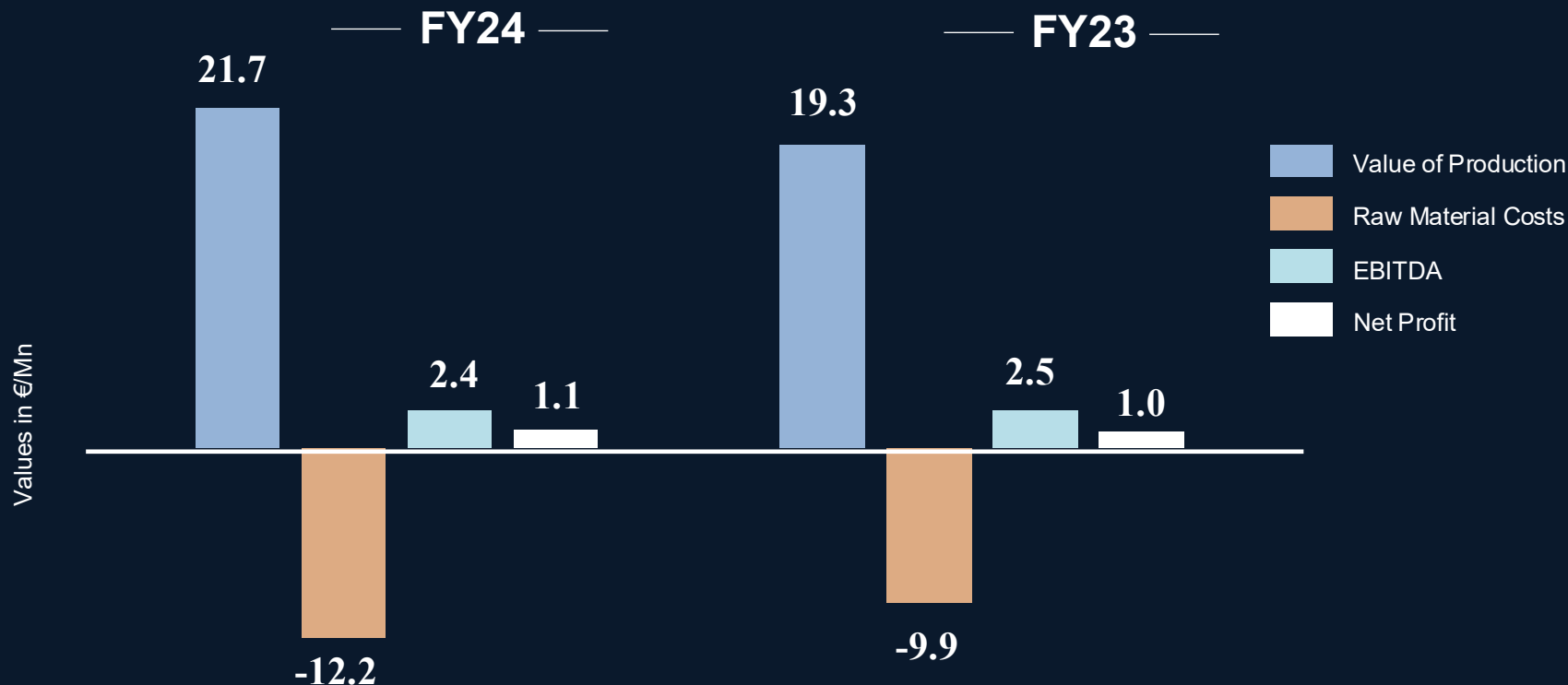
9.2%

EBITDA MARGIN

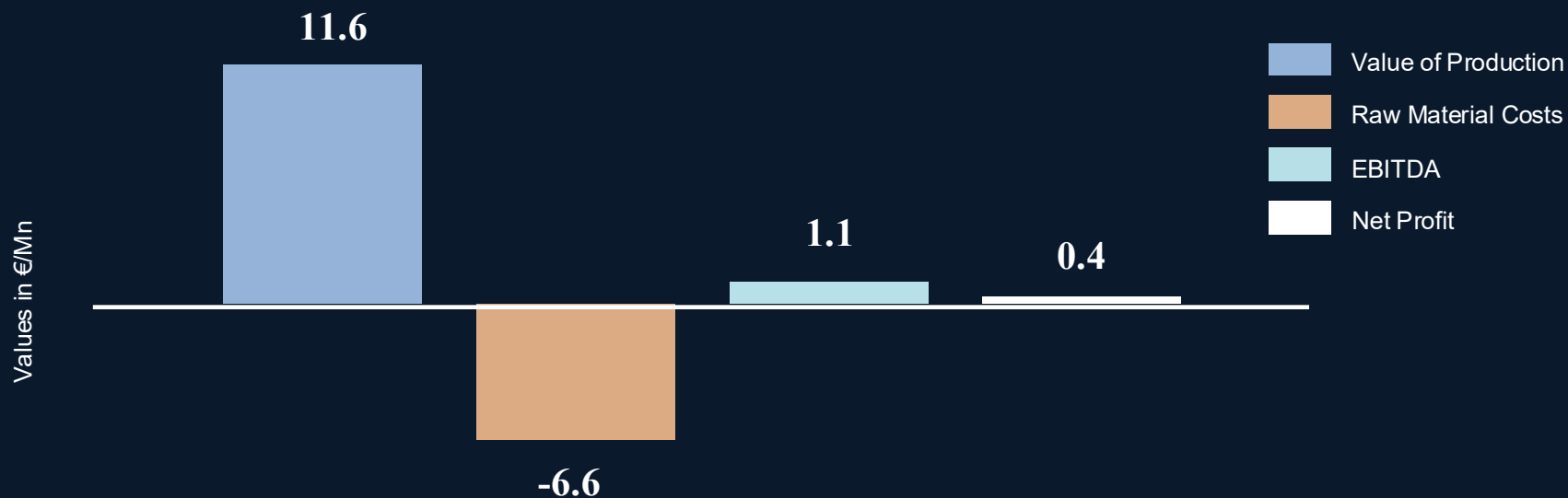
€2.3Mn

NET FINANCIAL DEBT

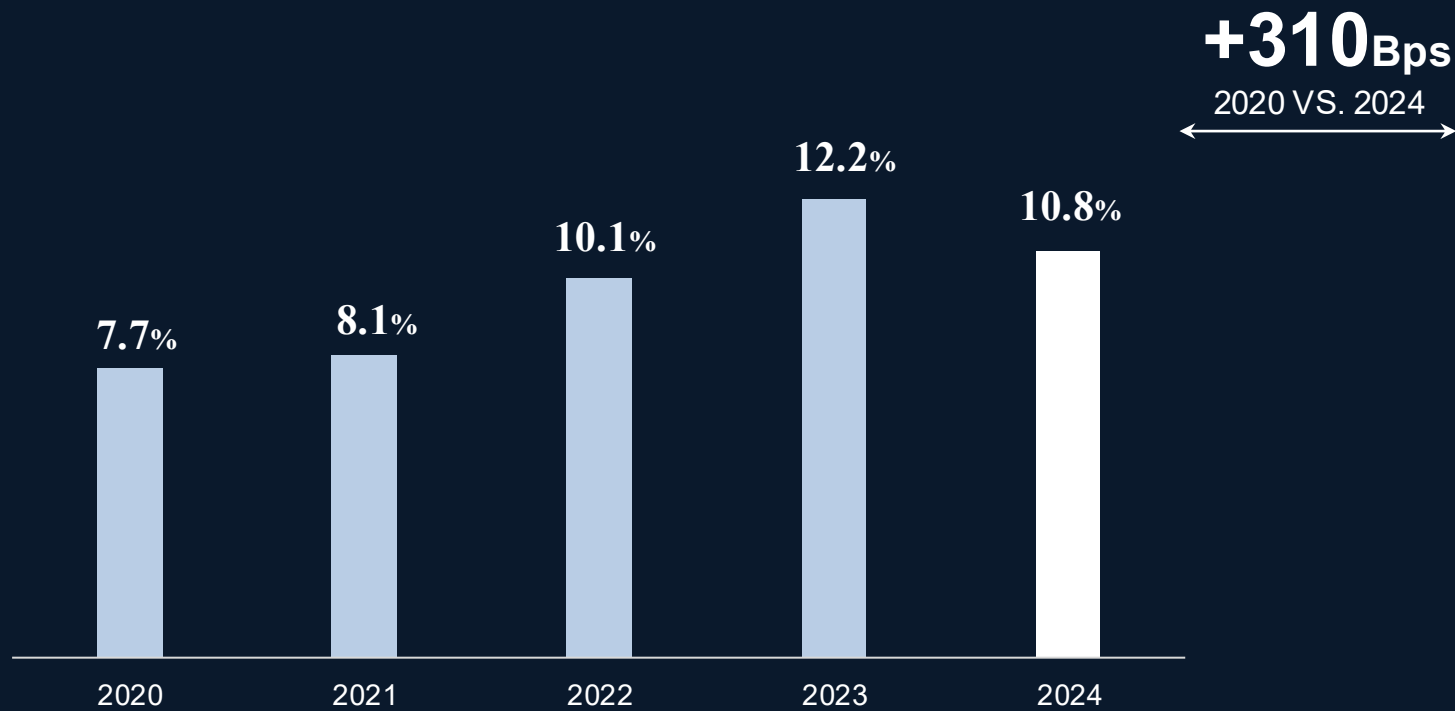
INCOME STATEMENT FY23 VS. FY24



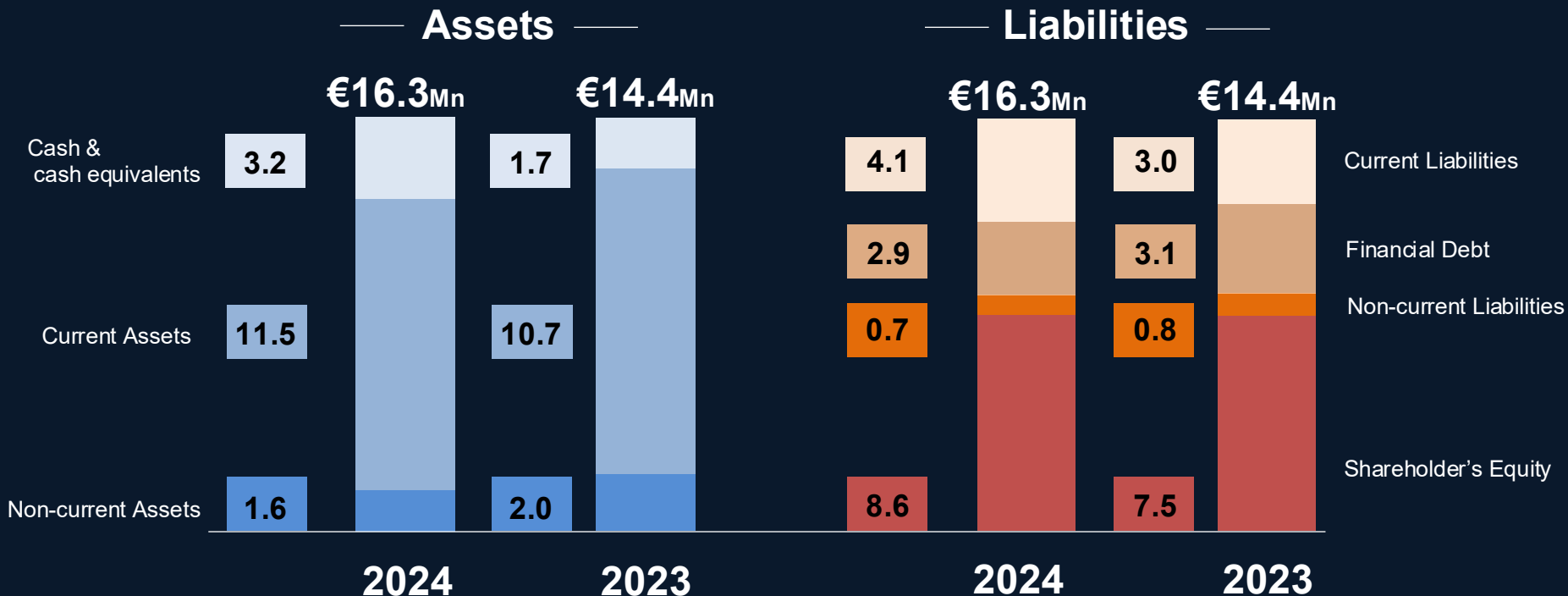
1H 2025 INCOME STATEMENT



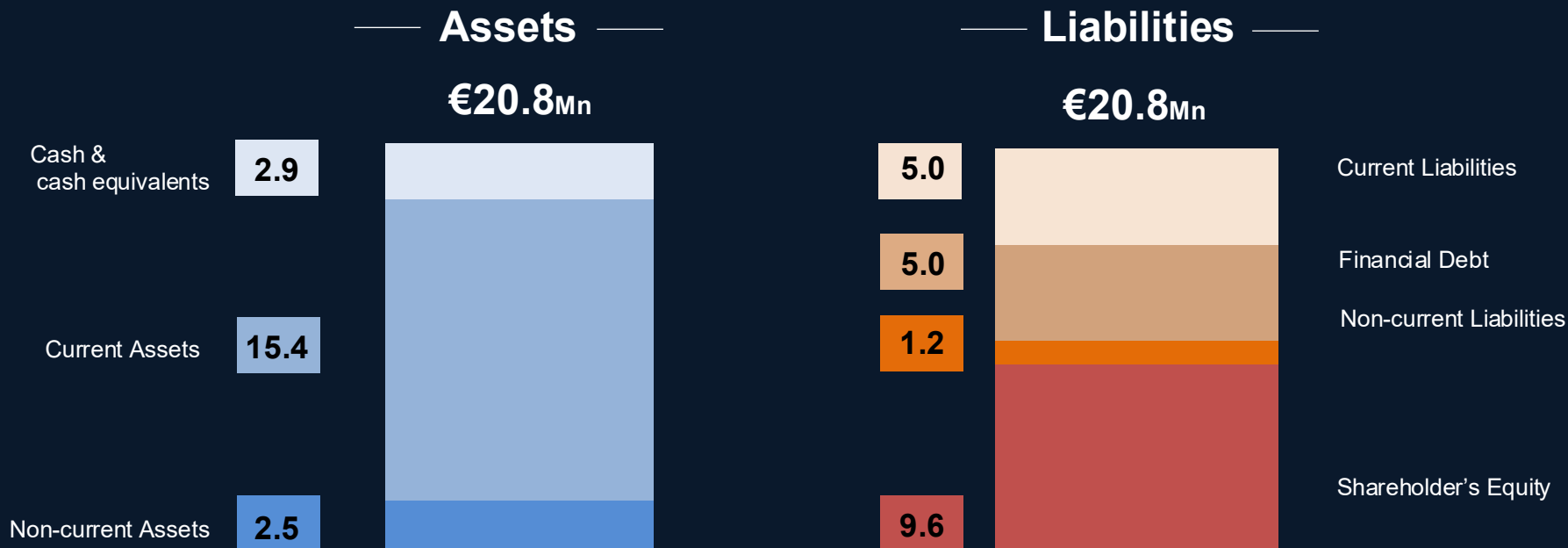
FY EBITDA MARGIN



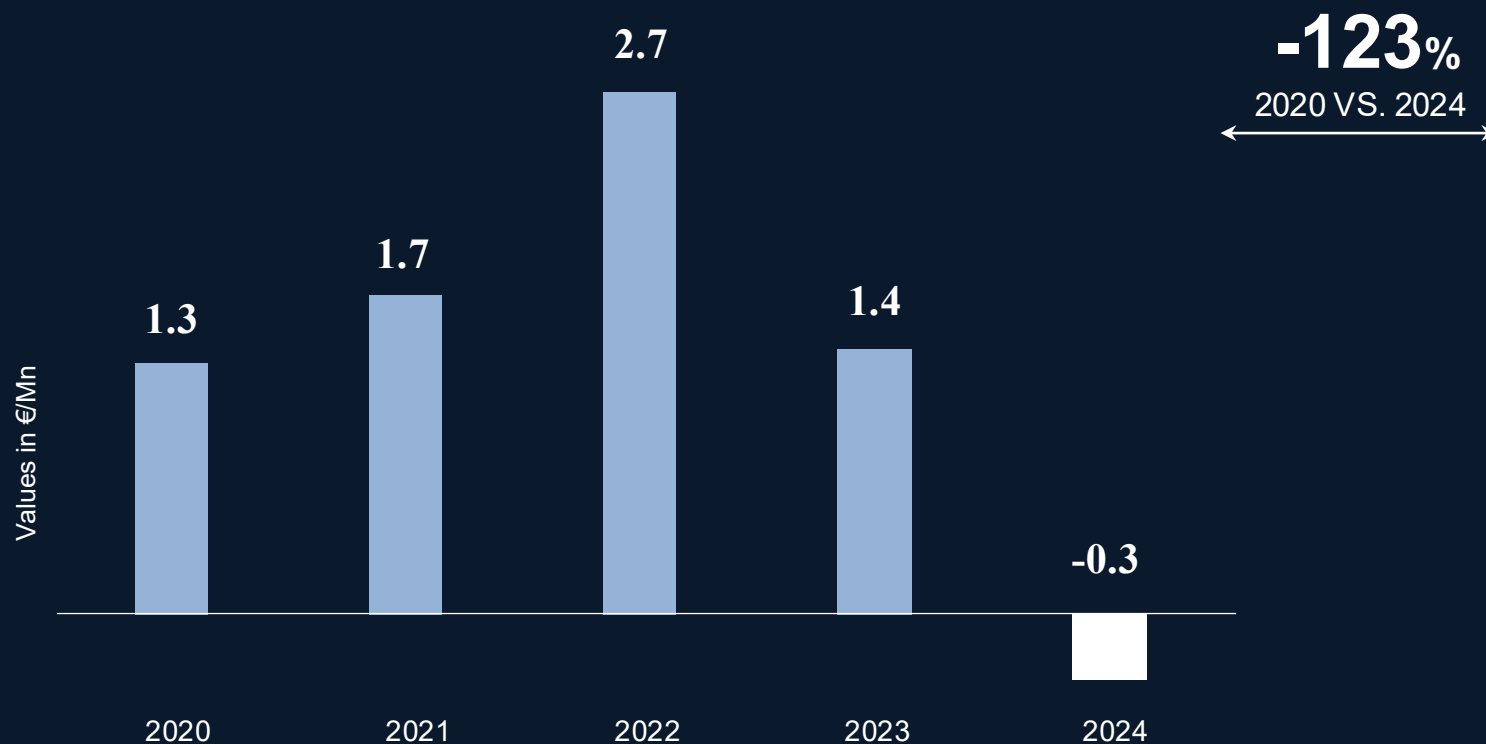
BALANCE SHEET FY23 VS. FY24



1H 2025 BALANCE SHEET

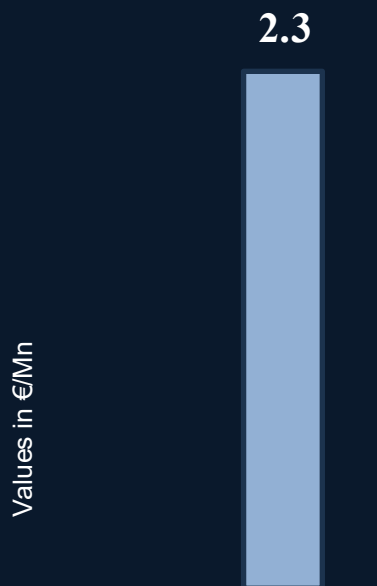


NET FINANCIAL DEBT (2020-2024)



1H 2025 NET FINANCIAL DEBT

CONSOLIDATED



SNAPSHOT

Cash & Cash Equivalents

2.9

Current Financial Debt

2.4

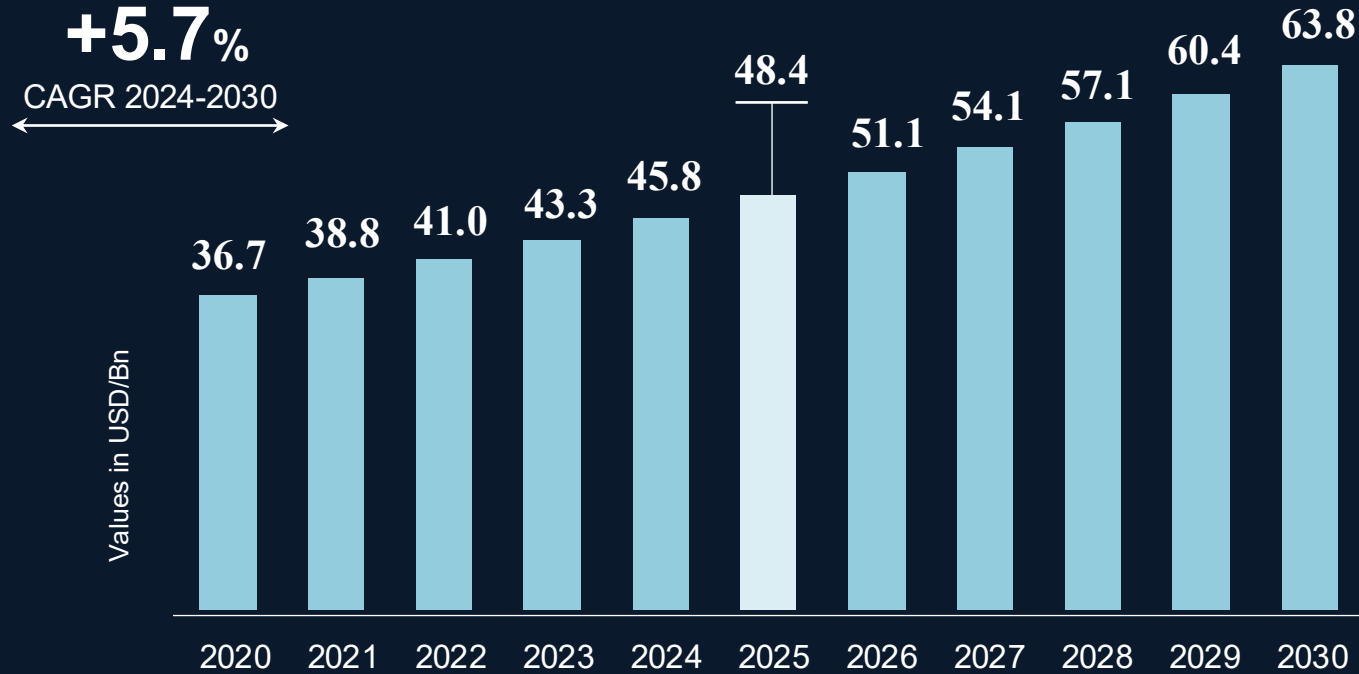
Non-Current Financial Debt

2.8

Net Financial Debt

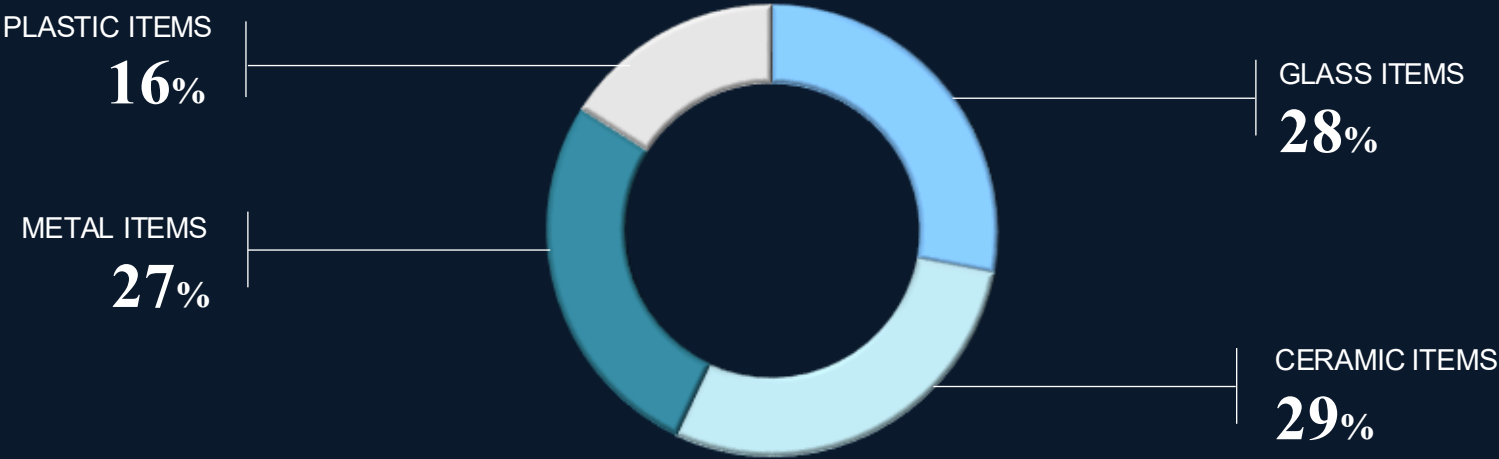
2.3

AN EVER-GROWING MARKET



TABLEWARE MARKET

>\$45Bn¹



#1

MARKET DRIVER

THE RISE OF THE
MIDDLE CLASS IN
EMERGING MARKETS

+4Bn
BY 2030

#2

MARKET DRIVER

HOME STYLING AND
TABLE-SCAPING

+6.2%
BY 2030

— **THANK YOU** —



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