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ESERCIZIO INTEGRALE DELL'OPZIONE GREENSHOE / TERMINE DEL PERIODO DI STABILIZZAZIONE

Milano, 26 maggio 2023 – **Italian Design Brands S.p.A.** (la "**Società**") e, congiuntamente alle sue controllate, il "**Gruppo**"), polo italiano dell'arredo e del design di alta qualità, sulla base delle informazioni ricevute da Equita SIM S.p.A. ("**Equita**"), in qualità di *stabilization manager* in relazione all'offerta pubblica iniziale della Società (l'"**Offerta**"), annuncia che l'opzione c.d. greenshoe (la "**Greenshoe**"), concessa nell'ambito dell'Offerta da parte di Investindesign S.p.A., Elpi S.r.l., Fourleaf S.r.l., Amelia Pegorin e Giorgio Gobbi (collettivamente, gli "**Option Shareholders**"), è stata esercitata integralmente per complessive n. 965.074 azioni ordinarie della Società in data 26 maggio 2023.

Con l'esercizio della Greenshoe termina il periodo di stabilizzazione con effetto immediato.

Il prezzo di acquisto delle azioni oggetto della Greenshoe è di Euro 10,88 per azione, corrispondente al prezzo di Offerta, per un controvalore complessivo di circa Euro 10,5 milioni.

Il regolamento della Greenshoe avrà luogo il 30 maggio 2023.

L'Offerta, incluse le azioni oggetto della Greenshoe, ammonta a un totale di 7.398.897 azioni ordinarie della Società, corrispondente a circa il 27,5% del capitale sociale della Società.

Sulla base delle informazioni ricevute da parte di Equita, la Società comunica che, dalla data inizio delle negoziazioni delle proprie azioni su Euronext Milan, avvenuta in data 18 maggio 2023, fino alla data odierna, non è stata effettuata alcuna operazione di stabilizzazione da parte di Equita sulle azioni ordinarie della Società.

Il presente comunicato stampa è stato diffuso anche per conto di Equita ai sensi dell'Articolo 8, lettera f) e Articolo 6, paragrafo 3, del regolamento delegato (EU) 2016/1052.

ITALIAN DESIGN BRANDS (IDB)

Italian Design Brands S.p.A. (IDB) nasce nel 2015 per promuovere un polo del design italiano di alta qualità. Ad oggi il Gruppo conta dieci società operative, ciascuna con una propria precisa identità: Gervasoni (2015), che realizza soluzioni di arredo attraverso l'omonimo marchio ed il brand Very Wood, Meridiani (2016), azienda specializzata nella creazione di raffinati arredi contemporanei e versatili, Cenacchi International (2017), operante nel mondo contract per il settore del lusso, Davide Groppi (2018) che inventa e produce lampade e progetti di luce, Saba Italia (2018), azienda di arredamento di design di alta fascia, Modar (2019), azienda specializzata in progetti di arredamento in ambito contract, Flexalighting (2020), che progetta e produce sistemi di illuminazione a LED per interni ed esterni, Axolight (2021), specializzata nella progettazione e produzione di lampade di design made in Italy, Gamma Arredamenti (2022), che produce imbottiti e complementi di arredo prevalentemente in pelle e Cubo Design (2022), società di cucine componibili e sistemi che opera attraverso i marchi Binova e Miton Cucine.

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Questo comunicato stampa è disponibile anche sul sito internet della Società (www.italiandesignbrands.com) e veicolato tramite sistema 1Info SDIR (www.1info.it).

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This announcement is only addressed to and is only directed at persons in Relevant States who are “qualified investors” (“**Qualified Investors**”) within the meaning of Article 2(e) of the Prospectus Regulation and, with respect to the United Kingdom, as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018. In the United Kingdom, this announcement is being distributed to, and is only directed at, Qualified Investors (i) who have professional experience in matters relating to investments falling within the definition of “investment professionals” in Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended (the “**FPO**”), (ii) who fall within Article 49(2)(a) to (d) of the FPO or (iii) to whom it may otherwise lawfully be communicated (all such persons in (i) and (ii) above being together referred to as “**Relevant Persons**”). This announcement and information contained herein must not be acted on or relied upon (a) in the United Kingdom, by persons who are not Relevant Persons, and (b) in any Relevant State other than the United Kingdom, by persons who are not Qualified Investors. Any investment or investment activity to which this announcement relates is available only to, and any invitation, offer or agreement to subscribe, purchase or otherwise acquire such securities will be engaged in only with, Relevant Persons. Any person who is not a Relevant Person should not act or rely on this document or any of its contents.

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Solely for the purposes of the product governance requirements contained within: (a) EU Directive 2014/65/EU on markets in financial instruments, as amended (“**MiFID II**”); (b) Articles 9 and 10 of Commission Delegated Directive (EU) 2017/593 supplementing MiFID II; and (c) local implementing measures (together, the “**MiFID II Product Governance Requirements**”), and disclaiming all and any liability, whether arising in

tort, contract or otherwise, which any “manufacturer” (for the purposes of the MiFID II Product Governance Requirements) may otherwise have with respect thereto, the Shares have been subject to a product approval process, which has determined that such Shares are: (i) compatible with an end target market of retail investors and investors who meet the criteria of professional clients and eligible counterparties, each as defined in MiFID II; and (ii) eligible for distribution through all distribution channels as are permitted by MiFID II to such target market (the “**Target Market Assessment**”). Notwithstanding the Target Market Assessment, distributors should note that: the price of the Shares may decline and investors could lose all or part of their investment; the Shares offer no guaranteed income and no capital protection; and an investment in the Shares is compatible only with investors who do not need a guaranteed income or capital protection, who (either alone or in conjunction with an appropriate financial or other adviser) are capable of evaluating the merits and risks of such an investment and who have sufficient resources to be able to bear any losses that may result therefrom. The Target Market Assessment is without prejudice to the requirements of any contractual, legal, or regulatory selling restrictions in relation to the offering. Furthermore, it is noted that, notwithstanding the Target Market Assessment, the Joint Global Coordinators (as defined below) will only procure investors who meet the criteria of professional clients and eligible counterparties. For the avoidance of doubt, the Target Market Assessment does not constitute: (a) an assessment of suitability or appropriateness for the purposes of MiFID II; or (b) a recommendation to any investor or group of investors to invest in, or purchase, or take any other action whatsoever with respect to the Shares. Each distributor is responsible for undertaking its own target market assessment in respect of the Shares and determining appropriate distribution channels.

Solely for the purposes of the product governance requirements contained within: (a) Regulation (EU) 600/2014 as it forms part of domestic law in the United Kingdom by virtue of the European Union (Withdrawal) Act 2018 (“**U.K. MiFIR**”); and (b) the FCA Handbook Product Intervention and Product Governance Sourcebook, (together, the “**U.K. MiFIR Product Governance Rules**”), and disclaiming all and any liability, whether arising in tort, contract or otherwise, which any “manufacturer” (for the purposes of U.K. MiFIR) may otherwise have with respect thereto, the Offer Shares have been subject to a product approval process, which has determined that the Offer Shares are: (a) compatible with an end target market of retail investors and investors who meet the criteria of eligible counterparties, as defined in the FCA Handbook Conduct of Business Sourcebook, and professional clients, as defined in U.K. MiFIR; and (b) eligible for distribution through all distribution channels as are permitted by U.K. MiFIR (the “**U.K. Target Market Assessment**”). Notwithstanding the U.K. Target Market Assessment, distributors should note that: the price of the Offer Shares may decline and investors could lose all or part of their investment; the Offer Shares offer no guaranteed income and no capital protection; and an investment in the Offer Shares is compatible only with investors who do not need a guaranteed income or capital protection, who (either alone or in conjunction with an appropriate financial or other adviser) are capable of evaluating the merits and risks of such an investment and who have sufficient resources to be able to bear any losses that may result therefrom. The U.K. Target Market Assessment is without prejudice to the requirements of any contractual, legal or regulatory selling restrictions in relation to the Offer. Furthermore, it is noted that, notwithstanding the U.K. Target Market Assessment, the Joint Global Coordinators (as defined below) will only procure investors who meet the criteria of professional clients and eligible counterparties for the purposes of the U.K. MiFIR Product Governance Rules. For the avoidance of doubt, the U.K. Target Market Assessment does not constitute: (i) an assessment of suitability or appropriateness for the purposes of the U.K. MiFIR Product Governance Rules; or (ii) a recommendation to any investor or group of investors to invest in, or purchase, or take any other action whatsoever with respect to the Offer Shares. Each distributor is responsible for undertaking its own target market assessment in respect of the Offer Shares and determining appropriate distribution channels.

This press release contains statements that are, or may be deemed to be “forward-looking statement”, projections, objectives, estimates and forecasts reflecting management's current views with respect to certain future events. Forward-looking statements, projections, objectives, estimates and forecasts are generally identifiable by the use of the words “may”, “will”, “should”, “plan”, “expect”, “anticipate”, “estimate”, “believe”, “intend”, “project”, “goal”, or “target” or the negative of these words or other variations on these words or comparable terminology. These forward-looking statements include, but are

not limited to, all statements other than statements of historical facts, including, without limitation, those regarding the Company's future financial position and results of operations, strategy, plans, objectives, goals and targets and future developments in the markets where the Company or any Group company participates or is seeking to participate. Due to such uncertainties and risks, readers are cautioned not to place undue reliance on such forward-looking statements as a prediction of actual results: forward-looking statements may and often do differ materially from actual results. The Group's ability to achieve its projected objectives or results is dependent on many factors which are outside management's control. Actual results may differ materially from (and be more negative than) those projected or implied in the forward-looking statements. Such forward-looking information involves risks and uncertainties that could significantly affect expected results and is based on certain key assumptions.

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The Managers are each acting exclusively for the Company and/or the Option Shareholders and for no-one else in connection with any the Offering or any transaction mentioned in this announcement and will not regard any other person (whether or not a recipient of this announcement) as a client in relation to the Offering or any such transaction and will not be responsible to any other person other than the Company and the Option Shareholders for providing the protections afforded to their respective clients, or for advising any such person on the contents of this announcement or in connection with any transaction, matter or arrangement referred to in this announcement.

In connection with the Offering, the Managers and any of their affiliates may take up a portion of the shares in the Offering as a principal position and in that capacity may retain, purchase, sell, offer to sell for their own accounts such shares and other securities of the Company or related investments in connection with the Offering or otherwise. Accordingly, references in the prospectus, once published, to the shares being issued, offered, subscribed, acquired, placed, or otherwise dealt in should be read as including any issue or offer to, or subscription, acquisition, placing or dealing by, the Managers and any of their affiliates acting in such capacity. In addition, the Managers and any of their affiliates may enter financing arrangements (including swaps, warrants or contracts for differences) with investors in connection with which the Managers and any of their affiliates may from time to time acquire, hold or dispose of shares. The Managers do not intend to disclose the extent of any such investment or transactions otherwise than in accordance with any legal or regulatory obligations to do so.