

## **TAKE OFF STRENGTHENS ITS PORTFOLIO OF PROPRIETARY BRANDS WITH ITS NEW CLOTHING AND FOOTWEAR LINE “MASSIMO MORESCO”**

Milan, 20 January 2022

**TAKE OFF** S.p.A., company operating in the retail trade of clothing and accessories for adults and children, announces the launch of its new proprietary brand “*Massimo Moresco*”: already available in Take Off stores and online, the line is dedicated to the men's/women's jeans collection and to men's footwear.

Massimo Moresco joins the broad portfolio of proprietary brands that includes 3 brands aimed at the male public (Andrea Maggi Milano, Henry Smith London, 121) and 3 aimed at the female public (Gaia Galli Milano, Stella Berg, Yuko Hayate Tokyo).

**Aldo Piccarreta**, President and Chief Executive Officer of TAKE OFF: *“In line with the strategy to develop its proprietary brands, Take Off enriches its portfolio with a prestigious brand that is a pure expression of Made in Italy. The introduction of Massimo Moresco is a further opportunity to expand the range of products offered to customers, covering various styles and allowing the end customer to choose from among various price ranges”.*

The new Massimo Moresco line is a registered trademark, Total Look Men/Women, targeting a heterogeneous public seeking clothes that offer a casual and sporty look. Around 3,000 items of the new brand are currently available in sales points.

The **TAKE OFF Group** (TKO:IM – ISIN IT0005467425) operates in the retail trade of clothing and accessories for adults and children, with a presence throughout the country in 143 stores, of which 26 are directly managed and 117 under franchise agreements. It pursues a strategic development project based on the expansion of points of sale by leveraging 5 competitive advantages: knowledge of the preferences of a wide category of customers, strong focus on the customer experience, high operational competence, strong relationships with suppliers and effective purchasing policies.

The parent company Take Off S.p.A. is Italian leading outlet chain with own and third-party brand products. In addition to distributing internationally renowned brands, it offers a «fashion boutique» shopping experience through a wide portfolio of proprietary brands aimed at both male (Andrea Maggi Milano, Henry Smith London, 121) and female (Gaia Galli Milano, Stella Berg, Yuko Hayate Tokyo) consumers. With 31 sales points, of which 26 are directly managed and 5 under franchise agreements, it boasts an innovative business model based on discounting and inventory management, thanks to the «active» management of logistics and a database of approximately 147 thousand affiliated customers. In 2021, it unveiled the proprietary e-commerce channel as a tool for maximising brand reach.

The subsidiary Over S.p.A., with 112 sales points exclusively under franchise agreements and a database of 261 thousand customers, produces own-brand products for children up to 14 years of age: the Overkids brand combines high quality with affordable prices, allowing the Group to serve customers of all age groups, increasing their loyalty rate.

The business model is characterised by a flexible cost structure and a strong cash generation that contributes to a solid financial position: the Group closed 2020 with Revenues of Euro 21 million, an EBITDA margin of 31% and a cash positive Net Financial Position of Euro 1.7 million.

Press release available on [www.1info.it](http://www.1info.it) and [www.takeoffoutlet.com](http://www.takeoffoutlet.com)

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