

TAKE OFF: SUBSIDIARY OVER RECEIVES THE "BEST VALUE AWARD" FOR THE FIRST EDITION DEDICATED TO PUGLIA

Milan, 28 January 2022

TAKE OFF S.p.A., company operating in the retail trade of clothing and accessories for adults and children, announces that subsidiary Over has earned the "**Best Value Award**", having been selected as one of the 40 finalists of a group of approximately 14,000 companies in the Puglia region.

The **Best Value Award**, awarded to Puglia-based companies for the first time, is a project promoted and rolled out by Imprenditore Smart, a team of consultants that helps entrepreneurs to develop success strategies and new business models, with a sizeable contribution by Banca Mediolanum and supported by V+ Magazine, Wall Street Italia and Lions Club International.

The equity value was calculated for these companies, based on financial criteria and on the rate of change compared to the prior year, identifying the 40 companies (4 TOPTEN in the 4 value categories) that achieved the best performance in terms of growth.

The companies covered by the analysis were divided into 4 categories based on the equity value generated during 2021: Ghepardo (between Euro 5 and 10 million), Pantera (between Euro 10 and 50 million), Tigre (between Euro 50 and 100 million) and Leone (over Euro 100 million). **Over obtained recognition in the Pantera category.**

A broad range of entrepreneurs, corporate directors and professionals participated in the awards ceremony, as well as representatives of regional institutions: an opportunity to discuss future scenarios, optimise the value of the management aspect and become acquainted with the supports available to companies through alternative finance.

Aldo Piccarreta, Chairman and Chief Executive Officer of TAKE OFF: *"It is a great honour for our company to have been selected among the very many candidates in our beloved region. The capacity to create value for all stakeholders is a fundamental principle of our business. Therefore, such recognition makes our project all the more valuable, confirming our commitment to continue along this path of growth with determination even in the future"*.

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» purchase experience through a wide portfolio of proprietary brands, aimed at both men and women (Andrea Maggi Milano, Henry Smith London, 121, Massimo Moresco, Gaia Galli Milano, Stella Berg, Yuko Hayate Tokyo). 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 and www.takeoffoutlet.com



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