

TAKE OFF EXPANDS POINT OF SALE NETWORK: AGREEMENTS SIGNED FOR THE OPENING OF 10 NEW STORES

More than 1,800 square metres in 5 regions

Milan, 4 April 2022

TAKE OFF (TKO:IM), a company operating in the retail trade of clothing and accessories for adults and children, announced that it has signed agreements for the opening of 10 new stores located in Lombardy, Lazio, Campania, Puglia and Sicily covering a total space of over 1,800 square metres.

The new openings, 5 with the TAKE OFF brand (of which 3 are directly managed and 2 are franchises) and 5 with the OVER brand, will be located mainly in city centres and in high footfall streets with sizes ranging from 90 to 300 square metres, except for the store in Mazzano (BS) that will open in the "Molinetto" shopping centre.

Aldo Piccarreta, Chief Executive Officer of TAKE OFF: *"We are particularly pleased with the opening of these new directly managed and franchised stores, which demonstrate that our target market is dynamic and that we can acquire locations that have a high and continuous customer flow."*

Openings will be located in the following locations:

- TAKE OFF: Canicatti (AG), Giugliano in Campania (NA), Cassino (FR), Benevento (BN) and Mazzano (BS);
- OVER: Ariano Irpino (AV), Favara (AG), Villa Castelli (BR), Partinico (PA), Campobello di Mazara (TP).

As at 31 March 2022, the Group is present throughout the country with a network of 140 stores, of which 26 directly managed and 114 through franchise agreements; in relation to 31 December 2021, the closure of 3 OVER points of sale was recorded.

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 140 stores, of which 26 are directly managed and 114 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 Italy's 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 points of sale, 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 franchise 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 points of sale 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.

Press release available on www.1info.it and www.takeoffoutlet.com

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