

THE TAKE OFF GROUP EXPANDS ITS NETWORK WITH 6 NEW POINTS OF SALE: TOTAL OF 800 SQUARE METRES IN LOMBARDY, CALABRIA AND PUGLIA

Milan, 29 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 6 new stores located in Lombardy, Calabria and Puglia covering a total area of over 800 square metres.

The new openings, 2 directly managed under the TAKE OFF brand name and 4 franchised under the OVER brand name, will be situated in strategic locations in city centres and streets with high footfall, with sizes ranging from 60 to 260 square metres.

Openings will be located in the following locations:

- TAKE OFF: Cesano Boscone (MI), San Giuliano Milanese (MI);
- OVER: Botricello (CZ), Gioiosa Marina Ionica (RC), Vibo Valentia (VV), Carmiano (LE).

At today's date, the Group is present nationwide with a network of 156 stores, of which 31 directly managed and 125 through franchising agreements. With respect to the press release of 4 April 2022, no closures of points of sale were 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 156 stores, of which 31 are directly managed and 125 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» purchase experience through a wide portfolio of proprietary brands, aimed at both men and women (Andrea Maggi Milano, Henry Smith London, 121, Gaia Galli Milano, Stella Berg, Yuko Hayate Tokyo, Massimo Moresco). With 38 points of sale, of which 31 are directly managed and 7 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 118 points of sale exclusively under franchise agreements and a database of 300 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

CONTACTS

ISSUER – Take Off
Tel. +39 329 3397423
Davide Piccinno, IR Manager: davide.piccinno@takeoffoutlet.com

IR ADVISOR – IR Top Consulting
Tel. +39 0245473884
Maria Antonietta Pireddu, m.pireddu@irtop.com, Domenico Gentile, d.gentile@irtop.com

EURONEXT GROWTH ADVISOR – EnVent Capital Markets Ltd
Tel. +44 (0) 2035198451 / +39 06 896841
Luca Perconti, lperconti@enventcapitalmarkets.uk