

TAKE OFF GROUP CONTINUES TO EXPAND NATIONWIDE: 7 NEW SALES OUTLETS IN VENETO, LOMBARDY, APULIA AND SICILY

Milan, 15 June 2022

TAKE OFF (TKO:IM), a company operating in the *retail trade* of clothing and accessories for adults and children, reports that it has signed new agreements for the opening of 7 new shops in Veneto, Lombardy, Apulia and Sicily covering a total area of 1,200 square metres.

The new outlets, 5 under the TAKE OFF brand in direct management and 2 under the OVER brand in franchise, will be located in strategic locations in city centres and on busy streets, with floor space ranging from 85 to 310 square metres.

Openings will be located in the following locations:

- TAKE OFF: Castelfranco Veneto (TV), Este (PD), Rovigo (RO), Marcon (VE), Curtatone (MN);
- OVER: San Giovanni Rotondo (FG), Palermo (PA).

As of today, the Group is active throughout the country with a network of 163 shops, including 36 under direct management and 127 through franchising agreements. There are no closures of sales outlets since the announcement of 29 April 2022.

The **TAKE OFF Group** (TKO:IM – ISIN IT0005467425) operates in the *retail trade* of clothing and accessories for adults and children, operating throughout the country with 163 shops, of which 36 are under direct management and 127 through franchising 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 43 points of sale, of which 36 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 120 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

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