

TAKE OFF SUPPORTS THE REBIRTH OF SALENTO OLIVE FARMING BY ADOPTING 100 OLIVE TREES ABLE TO REDUCE CO₂ BY 70,000 KG

The initiative, supported by the Olivami Association, aims to contribute to environmental protection and preservation

Milan, 13th July 2022

TAKE OFF (TKO:IM) – a company operating in the retail trade of clothing and accessories for adults and children – has created its first company garden through the adoption of 100 olive trees, planted in Carpignano Salentino.

Promoted by the Olivami Association, the initiative aims to contribute in the long term to the reduction of CO₂ emissions, supporting the reforestation of the Salento area and recognising the importance of safeguarding the environment as a primary asset.

In particular, the adoption of 100 olive trees made it possible to create a real company garden that can be visited at any time of the year, being easily recognisable thanks to the signage and name plates hung on the trees. For each olive tree adopted, Olivami will commit to planting additional trees in other lands around Carpignano Salentino.

Aldo Piccarreta, TAKE OFF President and CEO, states, *“As a Group, we recognise the importance of safeguarding the environment as a primary asset. As part of our activities, we are committed to promoting a balance between economic initiatives and environmental needs. This is why we decided to enthusiastically join the Olivami initiative by planting 100 olive trees, contributing to the reduction of 70,000 kg of CO₂ so as to make a significant impact on the environment and support the local agricultural economy.”*

Olivami is an association registered with RUNTS (Registro Unico Nazionale Terzo Settore, as Italy’s Consolidated Third Sector Register), committed to the reforestation of the Salento countryside devastated by Xylella. By promoting the adoption of olive trees, the Olivami Association enables companies, organisations and institutions to contribute to the rebirth of olive growing in Salento by financing the planting of new olive trees to replace those affected by Xylella. For every olive tree adopted, Olivami plants a new generation that is tolerant to the Xylella bacterium. The olive trees will be cared for by farmers who have chosen to join the project by planting new olive trees.

The **TAKE OFF Group** (TKO:IM – ISIN IT0005467425) operates in the retail trade of clothing and accessories for adults and children, with a nationwide presence of 163 shops, of which 36 are operated directly and 127 through affiliation agreements. The company pursues a project of strategic development based on shop expansion by leveraging five competitive advantages: knowledge of the preferences of a broad customer base, a strong focus on the *customer experience*, exceptional operational competence, strong supplier relations and effective purchasing policies.

The parent company Take Off S.p.A. is the leading Italian outlet chain, with own and third-party brand products. Besides distributing internationally-renowned labels, Take Off S.p.A. offers ‘fashion boutique’ shopping experiences through a broad portfolio of proprietary brands aimed at both male and female customers (Andrea Maggi Milano, Henry Smith London, 121, Gaia Galli Milano, Stella Berg, Yuko Hayate, Tokyo, Massimo Moresco). With 43 sales outlets, of which 36 are directly operated and 7 are under affiliation, Take Off S.p.A. boasts an innovative business model based on discounting and inventory management, thanks to ‘active’ logistics management and a database of around 147,000 affiliated customers. In 2021, the company inaugurated its proprietary e-commerce channel as a tool for maximising brand awareness.

The subsidiary Over S.p.A., with 120 exclusively-affiliated sales outlets and a database of 300,000 customers, produces own-brand products for children up to 14 years of age under the Overkids label, which combines high quality with affordable prices, allowing the Group to serve customers of all age brackets and increase their loyalty rate.



The communiqué is available at www.1info.it and on www.takeoffoutlet.com.

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