

TAKE OFF GROUP EXPANDS ITS SALES NETWORK WITH THE OPENING OF 9 NEW SHOPS

Over 1670 square metres in total across 7 regions

Milan, 21st September 2022

TAKE OFF (TKO:IM), a company operating in the *retail trade* of clothing and accessories for adults and children, announces the signing of new agreements for opening 9 new shops located in Emilia-Romagna, Lombardy, Veneto, Sicily, Puglia and Calabria, for a total of 1,670 square metres in space.

The new openings, 4 directly-managed TAKE OFF branded shops and 5 affiliated OVER branded shops, will be in strategic city centre locations and on high-traffic streets, with sizes ranging from 100 to 400 square metres.

The openings are set for the following places:

- TAKE OFF – Stezzano (BG), Velletri (RO), Pordenone (PN) and Bellinzago Lombardo (MI)
- OVER – Lercara Friddi (PA), Brindisi (BR), Lamezia Terme (CZ), Assisi (PG) and Marsala (TP)

As of today, the Group is present throughout Italy with a network of 175 shops, of which 42 are managed directly and 133 are through affiliation agreements. Compared to that which was announced on 20th July 2022, there have been 4 closures, 1 for Take Off and 3 for Overkids.

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 175 shops, of which 42 are operated directly and 133 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 49 sales outlets, of which 42 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 126 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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