

TAKE OFF: AGREEMENTS SIGNED FOR THE OPENING OF 8 NEW SHOPS

Totalling more than 1,000 square metres in sales area

Milan, 1st December 2022

TAKE OFF (TKO:IM), a company operating in the retail trade of clothing and accessories for adults and children, announces the signing of agreements for opening 8 new shops located in Abruzzo, Campania, Puglia, Sicily and Lazio, for a total space of 1025 square metres.

The new openings, with one under the Take Off brand and seven branded Over, will be located mainly in high-traffic streets that favour the passage of consumers, with floor areas ranging from 95 to 250 square metres.

Aldo Piccarreta, CEO of Take Off, stated, *“We are continuing our strategy of new openings and consolidating our position of nationwide leadership in our target sector, thanks to an offer that increasingly focuses on high-quality fashion that is accessible to all market segments.”*

The new openings are set for the following places:

L'Aquila (AQ), Sarno (SA), Martina Franca (TA), Nicosia (EN), Terracina (LT), Taranto (TA), Lucera (FG) and Capo di Orlando (ME).

Alongside the new openings, there were also some closures during the year, bringing the total number of outlets to 163 as at 1st December 2022, of which 49 were under the Take Off brand and 114 under the Over brand.

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 42 are operated directly and 121 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, robust 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 customers (Andrea Maggi Milano, Henry Smith London, 121) and female customers (Gaia Galli Milano, Stella Berg, Yuko Hayate Tokyo). 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 114 exclusively-affiliated sales outlets and a database of 261,000 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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