

PRESS RELEASE

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DESIGN HOLDING DELIVERS STRONG PERFORMANCE FOR FY 2021 AND THE AGREEMENT TO ACQUIRE THE DANISH “DESIGNERS COMPANY”

- **2021 WAS A STRONG YEAR FOR THE GROUP, WITH PROFORMA REVENUES AT €700,3 MILLION, UP 21,1% OVER 2020**
- **THE ACQUISITION OF DANISH GROUP DESIGNERS COMPANY WILL ENABLE DESIGN HOLDING TO STRENGTHEN ITS POSITION IN THE NORDIC DESIGN SPACE, BROADEN ITS PRODUCT OFFERING, AND REACH A WIDER CUSTOMER BASE THAT INCLUDES YOUNGER GENERATIONS**

Milan, April 27, 2022 – Design Holding, an international group operating in the global high-end design market, today announces its financial results for the financial year ending 31 December 2021 and the signing of an agreement to acquire Designers Company. Design Holding, with a presence in more than 90 countries, brings together industry-leading brands such as Flos, B&B Italia, Louis Poulsen, Arclinea, FENDI Casa, Maxalto, Azucena and the US e-commerce platform YDesign Group.

Financial highlights 2021

- 2021 was a record year for the Group, which reported proforma revenues of €700,3 million, up 21,1% over 2020.
- EBITDA* stood at €190,3 million, grew by 27,7% over the same period in 2020 with EBITDA Margin at 27,2% on revenues.
- EBIT*, reached €151,8 million up 33% over 2020. EBIT Margin 2021 stood at 21.7% on revenues.
- Cash generation was €142 million, representing 74,5% on EBITDA.

Operational highlights 2021

- The Group broadened its portfolio of iconic brands and widened its product range with a joint venture with FENDI in May 2021 to develop the Fendi Casa business, as well as the acquisition of YDesign Group, the US-based leading online retailer of high-end, modern lighting and home furnishings in June 2021.
- The Group has continued to develop its direct-to-consumer journey and proximity to end consumers and the designer community through the launch of the Flos e-commerce sites in Europe, along with boosting the B&B Italia brand's profile on social media channels and the development of “branded” formats in the wholesale channel.
- Design Holding secured more than €100 million of high-end contract projects in hospitality, residential, corporate and retail, including with the Bvlgari Hotel and the Bourse de Commerce in Paris.
- Design Holding maintained its leading position in new product development and achieved many international design awards; its brands, which are always at the forefront of exploring new materials and designs, launched a range of new iconic products in 2021. These include Oplight lamp by Jasper

* IFRS16 figures including 12 months of YDesign Group and excluding exceptional items

Morrison, Allure O' table and Flair O' chair by Monica Armani, Moonsetter lamp by Anne Boysen and Thea kitchen by Antonio Citterio.

- The Group has continued to prioritize ESG initiatives, achieving carbon neutrality for 2020 across Scope 1 and 2, and implementing circular economy principles across brands including B&B Italia, FLOS and Louis Poulsen.
- Daniel Lalonde was appointed CEO with effect from 1 October 2021. Daniel has a long history of leading some of the world's most recognisable brands to scale their global presence. He previously spent 10 years at LVMH as President and CEO of LVMH Watches & Jewellery North America, Louis Vuitton in North America, and Moët & Chandon and Dom Pérignon globally.

DESIGNERS COMPANY ACQUISITION

Design Holding has signed an agreement to acquire Designers Company, a Danish group that includes brands such as Menu and by Lassen. DC has a strong presence in the Northern European and US design market and offers a wide range of products including furniture, lighting and accessories, pioneering the new Nordic style. With an iconic portfolio of heritage design alongside diversified contemporary products, DC serves a broad customer base, including the younger generation.

The acquisition will be performed by Design Holding using available resources at the group level.

DC was formed with the acquisition of Menu, a Copenhagen-based company founded in 1978, producing a wide range of furniture, accessories, and lighting products, before developing a heritage collection via the acquisition of the design company by Lassen. In addition to these brands, the company holds all rights to a unique portfolio of products created by heritage designers such as Ib Kofod-Larsen, Arthur Umanoff, Mogens Lassen and Flemming Lassen, as well as Vilhem Lauritzen. Today, Designers Company boasts a significant archive of over 2,000 heritage products and has a strong e-commerce presence.

Designers Company relies on an experienced management team led by the CEO Danny Feltmann (he has previously occupied senior leadership roles at in Bang & Olufsen and H&M) and the designer director Joachim Engell-Hansen.

Daniel Lalonde, Chief Executive Officer of **Design Holding**, commented: *"Design Holding's performance in 2021 is a testament to the quality of our brands and the benefits of our portfolio approach. The acquisition of Designers Company, an icon of Nordic design, is also an exciting step in our growth and a perfect match for us – the company's products are highly complementary to Design Holding's existing portfolio, along with adding additional competencies including accessories.*

As we look to the future our objective is clear – to be the global leader in high-end design, with an unparalleled portfolio of complementary brands, love brands, reaching design/architects and final consumers through a multi-channel approach. To achieve this we are pursuing a four part strategy: (1) increasing brand desirability by making our brands more attractive, better known and sought after; (2) increasing our direct to consumer journey, evolving our brand websites and store experience, as well as honing our wholesale channel experience; (3) international expansion with a focus on Greater China and North America; and (4) expanding our high-end contract business, to empower our brands to work together more often in hospitality, residential, corporate and retail settings. This ambitious programme will be underpinned by sustainability, and an ongoing investment in our people across the business. I am confident and excited about the opportunities for the business in the months and years ahead."

Design Holding

Design Holding is an international group operating in the global high-end design market, with a cultural heritage of European origin and a worldwide presence, characterised by multi-channel distribution and diversified product categories.

Design Holding boasts a catalog full of iconic objects designed by legendary designers such as Achille and Pier Giacomo Castiglioni, Tobia Scarpa, Luigi Caccia Dominioni, Poul Henningsen, Arne Jacobsen, Antonio Citterio, Gaetano Pesce, Philippe Starck, Piero Lissoni, Konstantin Grcic, Jasper Morrison, Patricia Urquiola, Michael Anastassiades, and many others.

Founded in November 2018 and jointly owned by two investment groups, Investindustrial and The Carlyle Group, Design Holding aims to further grow in the global market, including through acquisitions. The Group currently combines industry leading and complementary brands, B&B Italia, Maxalto, Arclinea, Azucena, Flos and Louis Poulsen, as well as YDesign, US based e-commerce retailer leader in the online high-end lighting market. Design Holding recently launched a joint venture with Fendi (FF Design) to develop the Fendi Casa business globally.

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