

STRATEGIC ALLIANCE BETWEEN RODA GROUP AND DEXELANCE

Milan, 2 April 2025

Roda S.r.l., leader in luxury outdoor furnishings, together with its subsidiaries and affiliates (hereinafter “Gruppo Roda”), and Dexelance S.p.A. (DEX.MI, hereinafter “Dexelance”), a leading Italian industrial group in design, lighting and high-end furniture, announce the signing of a letter of intent to create a strategic partnership that will see Dexelance entering the share capital of Roda.

Roda Group, with a manufacturing and commercial presence in Europe, the United States and Asia, was the first to develop the vision of the “outdoor” world as a new protagonist of the new modern and dynamic lifestyle, in which design meets nature in a perfect balance of style and elegance. The strategic alliance with Dexelance will further consolidate this vision, significantly strengthening the leadership in luxury outdoor furnishings and raising the bar in global markets.

Dexelance - which controls 11 companies and 14 brands in various segments of design, furnishings and lighting, and ended the 2024 financial year with revenues of over Euro 300 million, of which about three quarters were generated abroad - through this deal aims to add to its existing business areas a significant share in Roda Group, the undisputed and historic leader of one of the most promising sectors: Outdoor furniture.

With this partnership, Roda will take on the lead of Dexelance's future investments in the segment, contributing its know-how, production hubs and consolidated distribution network, with the aim of promoting the development of additional companies, identified for their complementarity, according to a synergistic and systemic logic within a still fragmented value chain.

The letter of intent envisages Dexelance initially acquiring a minority stake in Roda's share capital, partly through the purchase of shares and partly through the subscription of a share capital increase - aimed at supporting new investments and starting a new phase of growth for Roda Group - and a second phase with Dexelance acquiring a majority stake in Roda's share capital thanks to the exercise of specific buy and sell options.

In line with Dexelance's aggregation model, the management of Roda Group will remain unchanged. Dexelance will provide strategic support through its commercial and retail network, with communication and marketing initiatives, digital transformation projects and by sharing its connections with the most prestigious architecture and interior design firms worldwide.

The finalization of the contractual documents and the closing of the deal are expected by mid-May, following the positive conclusion of the ongoing due diligence and the customary approvals.

Daniele Pompa, CEO of Roda S.r.l., says, “*We are thrilled to start this partnership with Dexelance. Their experience and support will allow us to accelerate our global expansion and consolidate our position as a leader in luxury outdoor furniture.*”

Andrea Sasso, CEO of Dexelance, says: “*We are very happy to join with the Pompa family to accelerate the development of one of the most prestigious names in the international outdoor market, sharing not only their projects but also their values and a common strategic vision.*”

This press release is available on the company's website (www.dexelance.com) and conveyed via the 1Info SDIR system (www.1info.it).

DEXELANCE

Dexelance is one of the most important Italian groups operating in high-quality design. The Group is composed of numerous companies, each with its own precise identity, united by a coherent strategic project with activities that are complementary to each other: Gervasoni creates furniture solutions through its namesake brand and the Very Wood brand; Meridiani specializes in the creation of refined contemporary and versatile furniture; Davide Groppi creates and produces unique lamps and lighting projects with an essential and innovative design; Saba Italia creates and produces furniture items with a sophisticated and high-end design; Flexalighting designs and produces lighting systems for interiors and exteriors; Axolight specializes in the design and production of made-in-Italy designer lamps; Gamma Arredamenti is one of Italy's leaders in upholstered furniture made of the highest quality leather; Cubo Design produces top and premium kitchens and furniture systems under the Binova and Miton Cucine brands; Turri is a historic brand of very high-end furniture; Cenacchi International and Modar are two established leaders in the contract sector for the luxury and fashion industries.

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RODA

RODA was founded in Gavirate (Varese) in 1991 by Roberto Pompa and has established itself as an international benchmark in high-end outdoor design. Being the first company in the sector to explore the In&Out concept, RODA blends indoor design culture with the spontaneity of outdoor living, creating sophisticated and timeless collections in collaboration with important international designers. Quality, sustainability and well-being guide each project, using certified and recyclable materials for an aesthetic that combines beauty and durability. In addition to the headquarters in Europe and subsequently to the two branches in America and Asia, RODA For You was founded within the RODA Group to address the development and success of contract projects and sophisticated customization, as a company dedicated to special projects in terms of size and characteristics. With over thirty years of experience, RODA redefines outdoor living, transforming it into a harmonious expression of elegance, performance and comfort.

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