

## A NEW START IN THE NAME OF DESIGN EXCELLENCE IDB BECOMES DEXELANCE

Milan, 21 March 2024 - A new beginning in the name of excellent design, creativity, craftsmanship, entrepreneurship, and timeless beauty.

**Italian Design Brands** evolves, changes its name, and becomes **Dexelance**.

The new brand and identity, designed to highlight the **Group's new positioning and underline its increasingly international profile**, were presented today at the Triennale di Milano by **Andrea Sasso**, Chairman & CEO of Dexelance, **Giorgio Gobbi**, Managing Director of Dexelance, and **Giovanni Tamburi**, Founder, Chairman and CEO of Tamburi Investment Partners S.p.A.

**Dexelance epitomizes the essence of the Group: a perfect blend of elegance, excellence, unique design and timeless beauty.**

**Dexelance** is the natural evolution of the Italian Design Brands project, making it even more identifiable as an **undisputed national champion of high-quality design, lighting and furniture**, capable of connecting and aggregating the best and most dynamic companies in the sector in terms of the excellence of their respective products.

Building on the important milestone reached in May 2023 with the listing on Euronext Milan and the entry - with a significant weight and role - of an investor such as Tamburi Investment Partners S.p.A., **Dexelance** is already a key player in the high-end market (**Core High-End Design Furnishing market**, whose worldwide value amounts to about EUR 47 billion, of which some 25% is produced by Italian companies, frequently of small size) and intends to continue to grow and develop, both organically and through acquisitions.

Dexelance Group is currently made up of **11 entrepreneurs/CEOs with their companies and their 14 brands, all Italian**, but is projected to the future and towards international markets to integrate its range with complementary projects, aggregating other excellent companies, both in the strategic areas already covered and in other segments, to position itself as a privileged partner for high-end customers in the sector, worldwide. As for distribution, Dexelance can already count on more than 4,500 retail partners in all the most prestigious international locations.

Among the new segments of interest, particular attention will be paid to outdoor furnishing, bathroom and the world of surfaces.

*"We are the first Italian design Group to be listed on the stock exchange," said **Andrea Sasso**, Chairman & CEO of Dexelance. "The listing is a starting point, not an arrival point, which makes us particularly proud, also because it was successfully concluded in a challenging market environment for listings throughout Europe. As of today, with the birth of Dexelance, we are not only strengthening our position at national level, but we also set the ambition to accelerate growth, both organically and by external lines, by playing a leading role in the global reference market."*

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"Since the foundation of Italian Design Brands - now Dexelance - our aim has been to support individual companies in the new challenges posed by the market and to help them accelerate the growth process they had already embarked on, while maintaining their DNA and entrepreneurial values and keeping the entrepreneurs at the helm," added **Giorgio Gobbi**, Managing Director of Dexelance. "Gervasoni, one of the founders of the Group, has been joined over the years by ten other successful companies. Today we are starting a new course, which we hope will lead us to increasingly expand our presence and collaboration with excellent companies throughout the world."

"I am convinced that the current times are particularly well suited to consolidate and, even more so, to develop a very fascinating project, the dream of giving a true prospect of growth to exceptional entrepreneurs in a sector with enormous potential, but which is too fragmented to cope with the challenges that the global world presents to us. According to the well-established traditions of TIP's business model, based on M&A, strategic aggregations and a great respect for entrepreneurs/partners, we wish to continue to convince ambitious entrepreneurs and industrialist families eager to give their companies continuity, to implement a project that is unique at the moment, with at its core the highest level of Made in Italy", concluded **Giovanni Tamburi**, Founder, Chairman and Managing Director of Tamburi Investment Partners S.p.A., but also a great lover of art and design.

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## DEXELANCE

Dexelance is one of the most important Italian groups operating in high-end design. The Group is composed of numerous companies with complementary activities that express precise identities and specific excellence in the segments in which they operate, united under a coherent strategic project with the objective of creating an integrated industrial group in the offer of design, lighting and high-end furniture: Gervasoni creates furnishing solutions through its namesake brand and the Very Wood brand; Meridiani specializes in the creation of refined contemporary furniture; Davide Groppi creates and produces original and highly recognizable lighting projects; Saba Italia creates and produces furniture with innovative, high-end design; Flexalighting designs and produces lighting systems for interiors and exteriors; and Axolight specializes in the design and production of made-in-Italy designer lamps; Gamma Arredamenti is one of Italy's leaders in upholstered furniture in the highest quality leathers; 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 with a prominent position in luxury furniture and hospitality projects; Cenacchi International and Modar are two established leaders in custom furniture for the luxury and fashion industries..

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