

PROXY FORM ⁽¹⁾

for representation in Ordinary Shareholders' Meeting of ITALIAN DESIGN BRANDS S.p.A. (the "Company"), to be held on single call on November 16, 2023, as set forth in the notice of the shareholders' meeting published on the Company's website www.italiandesignbrands.com at the Investors/Governance/Shareholders' Meeting section on October 11, 2023, also published in the Italian daily newspapers "Italia Oggi", on October 11, 2023 (and any amendments that may be made, pursuant to Art. 126-bis, Legislative Decree 58/1998 ("TUF")).

With reference to the Ordinary Meeting to be held in single call on November 16, 2023, at **11:00 a.m.**, at Palazzo delle Stelline, Corso Magenta, 61, 20123 - MILAN,

WITH THIS FORM

I, the undersigned (name*) ⁽²⁾ (surname*),
born in (place)* on (date)* and resident in
(town or city) (Address), tax
identification code* id document (name document)
..... no. (copy enclosed),
acknowledging the contents of the Reports on the items on the agenda prepared by the Directors and
eventually proposed by the shareholders' as published by the Company pursuant to the law, and as ⁽³⁾:

shareholder of ITALIAN DESIGN BRANDS S.p.A., owner of no.* ordinary shares
registered in securities account no. with the following intermediary
..... ABI CAB

subject with the right to vote relative to no.* ordinary shares in **ITALIAN DESIGN BRANDS S.p.A.** registered in securities account no. with the following intermediary
..... ABI CAB, as*
..... ⁽⁴⁾;

subject vested with appropriate powers of representation of* ⁽⁵⁾
....., with registered office in*
....., tax identification number *, by
way of (copy enclosed), owner of / subject with the right to vote

(*) *Obligatory*

¹ Every shareholder entitled to participate in the Meeting may appoint a representative by written proxy pursuant to the applicable laws, by signing this proxy form, to be issued to the person nominated and appointed by the entitled shareholder (to confer proxies to the Company's Appointed Representative pursuant to Art. 135-undecies, TUF, it is necessary to use another proxy form prepared by the company for this purpose and published on the website www.italiandesignbrands.com at the Investors/Governance/Shareholders' Meeting section)

² Enter first name and surname of the appointing party (as it appears in the copy of the notice for participation in the meeting as per Art. 83-sexies, TUF), or of the appointing party's legal representative.

³ Check whichever applies.

⁴ Indicate the legal title (pledge, usufruct, etc.) by which the vote is given.

⁵ Indicate the name of the legal person (as it appears in the copy of the notice for participation in the meeting as per Art. 83-sexies, TUF).

as *.....(6) relative to no. * ordinary shares in **ITALIAN DESIGN BRANDS S.p.A.** registered in securities account no. with the following intermediary ABI CAB

APPOINT

Mr/Ms (name*) (surname *), born in (place)*..... on (date)* and resident in (town or city) (address), tax identification number*..... with the faculty (if applicable) to be replaced by Mr/Ms (name) (surname), born in (place) on (date) and resident in (town or city)(address)..... tax identification code to participate in the Meeting as my representative.

DATE SIGNATURE

I, the undersigned, also declare that the right to vote (7):

is exercised by the proxy holder at their discretion (8)

is not exercised by the proxy holder at their discretion but in compliance with specific voting instructions given by the undersigned appointing party.

DATE SIGNATURE

Please note that, pursuant to Art. 135-novies of the TUF, “The representative may deliver or transmit a copy of the proxy, including a computer digital media copy, instead of the original, confirming that the copy is true to the original, and the identity of the principal. The representative shall keep the original proxy and keep trace of the voting instructions received, if any, for one year starting from the date of completion of the meeting”.

⁶ Cross out whichever does not apply and, in the case of a subject with the right to vote, indicate the legal title (pledge, usufruct, etc.) by virtue of which the right to vote is given.

⁷ Check whichever applies.

⁸ Please note that, pursuant to Art. 118, subsection 1, letter c), of the Regulation approved by the Consob with resolution No. 11971/1999, as amended, for the purposes of the communication obligations regulated by Art. 120 of the TUF, equity interests include those shares, in relation to which “the right to vote is granted by virtue of a proxy, provided that such right may be exercised at the proxy holder’s discretion, in the absence of specific instructions from the appointing party”.

INFORMATION ACCORDING TO THE CODE FOR PROTECTION OF THE PERSONAL DATA

ITALIAN DESIGN BRANDS S.p.A. with head office in Milan, Corso Venezia n. 29 (the "Data Controller") hereby gives notice that the personal data which are communicated in this proxy will be used only for the organization of the General Meeting and for any further legal steps which will follow such an event. Without requested data in proxy form delegate can't participate to shareholders meeting. The personal data will be stored in papery or information systems and used only for the above-mentioned purpose and in any case according to the provisions of General Data Protection Regulation no. 679/2016 and the current national legislation.