



REPORT OF THE BOARD OF DIRECTORS ON THE FIRST ITEM ON THE AGENDA

NUMBER 1 – “AUTHORIZATION TO THE BOARD OF DIRECTORS TO PURCHASE AND DISPOSE OF TREASURY SHARES, PURSUANT TO ARTICLES 2357 AND 2357-TER OF THE ITALIAN CIVIL CODE. RELATED AND CONSEQUENT RESOLUTIONS”

OF THE ORDINARY SHAREHOLDERS' MEETING OF ITALIAN DESIGN BRANDS S.P.A. CALLED FOR NOVEMBER 16, 2023 WITH A SINGLE CALL

Dear Shareholders,

You have been convened to discuss and resolve on the proposal of the Board of Directors of Italian Design Brands S.p.A. (“**IDB**” or the “**Company**”) for the approval of the authorization to purchase and dispose of treasury shares, pursuant to Articles 2357 and 2357-*ter* of the Italian Civil Code, Article 132 of Legislative Decree No. 58 of February 24, 1998, as subsequently amended and supplemented (TUF), Article 144-*bis* of the regulation adopted by Consob Resolution No. 11971 of May 14, 1999, as subsequently amended and supplemented (**Issuers Regulation**), in compliance with the provisions of Article 5 of Regulation (EU) 596/2014 on market abuse (**MAR Regulation**), Delegated Regulation (EU) 1052/2016, on the conditions applicable to share buybacks and stabilization measures (**Delegated Regulation**), of the additional EU and national implementing legislation (together with the MAR Regulation and the Delegated Regulation, **Market Abuse Regulations**), and the pro tempore permitted market practices in force, as established by the competent supervisory authorities in accordance with Art. 13 of the MAR Regulation (**Permitted Market Practices**).

This report (**Report**), prepared in accordance with Article 125-*ter* of the TUF and Articles 73 and 84-*ter*, as well as Schedule 4 of Annex 3A of the Issuers' Regulation, explains the reasons behind the request for authorization, as well as the terms and procedures according to which it is intended to proceed with the implementation of the plan for the purchase and disposal of treasury shares.

1. REASONS FOR REQUESTING AUTHORIZATION TO PURCHASE AND DISPOSE OF TREASURY SHARES

The Board of Directors submits to the Shareholders' Meeting a request for authorization to conduct transactions to purchase and dispose of the Company's ordinary shares in compliance with the Market Abuse Regulations and Permitted Market Practices in order to:

- (i) have a portfolio of treasury shares to be used for transactions consistent with the Company's strategic development lines or as part of agreements with strategic partners including, but not limited to, transactions involving the disposal and/or exchange, swap, exchange, contribution, transfer or other act that includes the use of treasury shares for the acquisition or disposal of shareholdings or share packages or other extraordinary finance transactions;

(ii) use the treasury shares for market liquidity supportive transactions, in order to facilitate trading in the securities themselves at times of low market liquidity and to facilitate smooth trading, in accordance with the provisions of the Market Abuse Regulations and Permitted Market Practices.

2. MAXIMUM NUMBER, CATEGORY AND PAR VALUE OF SHARES TO WHICH THE AUTHORIZATION REFERS

The Board of Directors requests the Shareholders' Meeting to authorize a plan to purchase and dispose of, on one or more occasions, even on a revolving basis, ordinary shares of the Company with no indication of par value, in an amount freely determinable by the Board of Directors and up to a maximum number equal to no. 2,000,000, it being understood that the number of ordinary shares held from time to time in the portfolio by the Company and its subsidiaries may not in any case exceed the maximum number permitted by law (as of today represented by a number of shares not exceeding 20% of the share capital), to be determined also in accordance with the legal and regulatory provisions in force from time to time and the existing share capital at the time of each purchase (including also the result of the resolution and execution of capital increases and/or reductions during the term of the authorization).

3. INFORMATION USEFUL IN ASSESSING COMPLIANCE WITH THE MAXIMUM PURCHASE LIMIT TO WHICH THE AUTHORIZATION REFERS

As of the date of this Report, the subscribed and fully paid-up share capital of the Company is equal to 26,926,298 euros, represented by no. 26,926,298 ordinary shares with no indication of par value.

As of the date of this Report, the Company does not hold any treasury shares and the companies included in the Company's consolidation scope do not hold IDB's shares.

It should be recalled that, pursuant to Article 2357, first paragraph, of the Italian Civil Code, the purchase of treasury shares is permitted within the limits of distributable profits and available reserves resulting from the last duly approved yearly financial statements, taking also into account any unavailability restrictions that have subsequently arisen and up to the date of the relevant resolution. The amount of available reserves and distributable profits, as well as the verification of the information useful for the purposes of assessing compliance with the maximum purchase limit to which the authorization refers, in any case in compliance with the provisions of law and regulations in force, will be subject to verification from time to time at the time of purchase.

It should be noted that after the exercise of the requested authorization and the consequent purchase of treasury shares, the Company will establish a reserve called "negative reserve for treasury shares in portfolio" (for the amount equal to the price paid) through the use of distributable profits and/or available reserves. The available items that will be used to purchase treasury shares will remain on the balance sheet in their original allocation but will become unavailable to the extent that they are used to make the purchase of treasury shares.

4. DURATION FOR WHICH AUTHORIZATION IS REQUIRED

Authorization for purchase is requested for the maximum duration allowed by Article 2357, second paragraph, of the Civil Code, i.e., 18 (eighteen) months from the date of authorization by the Shareholders' Meeting.

Authorization for the sale of any treasury shares that will be purchased is requested without time limits.

5. MINIMUM AND MAXIMUM CONSIDERATION

The Board of Directors proposes that the purchase and disposal price of treasury shares be set as follows from time to time for each trading day:

- (i) the purchase price of each share shall be not less than the official stock market price on the day preceding the day on which the purchase transaction is carried out, decreased by 20%, and not more than the official stock market price on the day preceding the day on which the purchase transaction is carried out, increased by 10%, subject to the application of the conditions and terms set forth in Article 5 of the MAR Regulation and Article 3 of the Delegated Regulation;
- (ii) the disposal price of each share shall be not less than the official stock market price of the stock on the day preceding the day on which the sale transaction is to be carried out, less 20%, subject to the application of the conditions and terms set forth in Article 5 of the MAR Regulation and Article 3 of the Delegated Regulation.

However, the limitation of consideration in the event of disposal will not apply in the event of acts of disposal other than sale, and in particular in the event of exchange, swap, contribution, assignment or other act of disposal of treasury shares carried out in the context of acquisitions of shareholdings or implementation of industrial projects or other extraordinary finance transactions involving the assignment or disposal of treasury shares (such as, by way of example, mergers, demergers, issuance of convertible bonds or warrants, etc.). Different criteria may be used in such cases, in line with the purposes pursued and taking into account the Market Abuse Regulations, Permitted Market Practices, as well as the indications of Borsa Italiana S.p.A and Consob recommendations.

The limit of consideration in case of purchase will not apply if extraordinary circumstances occur in the market.

6. METHODS THROUGH WHICH PURCHASES AND DISPOSALS WILL BE MADE

Purchases will be made on regulated markets, guaranteeing equal treatment among shareholders and in accordance with operating procedures identified from time to time by the Board of Directors among those established in the market organization and management regulations that do not allow the direct matching of trading proposals for purchase with predetermined trading proposals for sale, in accordance with the provisions of Article 132 of the TUF and Article 144-bis, paragraph 1, letter b), of the Issuers' Regulation. Purchase transactions may also be carried out through the use of tender offer procedures pursuant to Article 144-bis, paragraph 1, letter a), of the Issuers' Regulation, subject to a resolution by the Board of Directors in accordance with current regulations. Treasury shares may be purchased by means other than those indicated above where permitted by the legal or regulatory provisions applicable from time to time at the time of the transaction (by way of example, but not limited to, through the reverse accelerated bookbuild procedure or other similar accelerated mechanisms).

The acts of disposal may be carried out even before having exhausted the purchases and may take place on the market or as consideration in the event of an exchange, swap, contribution, assignment or other act of disposal of treasury shares carried out in the context of acquisitions of shareholdings or implementation of industrial projects or other extraordinary finance transactions involving the assignment or disposal of treasury shares. The Company may also employ the shares for market liquidity supportive transactions in order to facilitate trading in the securities themselves at times of low liquidity in the market and to facilitate smooth trading. It is proposed that disposal transactions may be carried out in whatever manner is deemed necessary or appropriate by the Board of Directors for the pursuit of the purpose for which the transaction

is being carried out (by way of example, but not limited to, through the accelerated bookbuild procedure or other similar accelerated mechanisms), all in compliance with the legal or regulatory provisions applicable from time to time at the time of the transaction.

The authorization request concerns the Board of Directors' authority also to carry out repeated and successive purchase and sale transactions (or other acts of disposal) of treasury shares on a revolving basis, including for fractions of the maximum authorized quantity.

The company may delegate to a specialized intermediary the task of coordinating and executing transactions in treasury shares.

The Board of Directors will act in compliance with the disclosure requirements set forth in Article 144-*bis*, paragraph 3, of the Issuers' Regulation, as well as the disclosure requirements set forth in the Market Abuse Regulations and the aforementioned Permitted Market Practices.

7. FURTHER INFORMATION

With particular reference to the request for authorization to purchase treasury shares, it should be noted that, at present, this request is not preordained for operations to reduce the share capital through cancellation of the purchased treasury shares.

It should also be noted that, pursuant to Article 44-*bis*, paragraph 1, of the Issuers' Regulation, treasury shares are normally excluded from the calculation of the share capital on which the relevant shareholding is calculated for the purposes of the total takeover bid obligation, provided for in Article 106 of the TUF. This provision, however, pursuant to Article 44-*bis*, paragraph 2, of the Issuers' Regulation, does not apply if the exceeding of the thresholds under Art. 106 of the TUF results from purchases of treasury shares made, even indirectly, by the Company in execution of a Shareholders' Meeting resolution that has also been approved with the favorable vote of the majority of the shareholders present at the meeting, other than the shareholder or shareholders who hold, even jointly, the majority shareholding, even relative, provided that it exceeds 10% of the share capital (so-called whitewash). Therefore, it is hereby pointed out that, in the event that the shareholders' resolution authorizing the purchase of the Company's treasury shares is approved with the majorities provided for in the aforementioned Article 44-*bis*, paragraph 2 of the Issuers' Regulation, the treasury shares purchased by the Company in execution of said authorizing resolution will not be excluded from the share capital (and will therefore be counted in the same) for the purposes of calculating whether one or more shareholders have exceeded the relevant thresholds for the purposes of Article 106 TUF.

8. PROPOSED RESOLUTION

In view of the above, the Board of Directors submits the following proposed resolution for your approval.

"The Ordinary Shareholders' Meeting of Italian Design Brands S.p.A.,

- having examined the Board of Directors' report;

resolves

1. to authorize the purchase, on one or more occasions, of a maximum number, including on a revolving basis (meaning the maximum amount of treasury shares held in the portfolio from time to time), of no. 2 million shares of the Company, also taking into account the shares that may be held from time to time by the Company's subsidiaries and in any case in compliance with legal limits, for the pursuit of the purposes set forth in the Board of Directors' report, and under the following terms and conditions, as

well as, in any case, in compliance with Regulation (EU) no. 596/2014 and related EU and national implementing legislation as well as the pro tempore market practices allowed by Consob pursuant to Article 13 of Regulation (EU) No. 596/2014 and Article 180, paragraph 1, letter c), of Legislative Decree 58/1998:

- (a) Shares may be purchased until the expiration of the 18th (eighteenth) month from the date of this resolution;
 - (b) the purchase price of treasury shares per share shall be realized in accordance with the applicable regulatory provisions and shall be determined from time to time for each trading day as follows:
 - (i) the purchase price of each share shall be not less than the official stock market price of the stock on the day prior to the day on which the purchase transaction is to be carried out, decreased by 20%, and not more than the official stock market price on the day prior to the day on which the purchase transaction is to be carried out, increased by 10%, subject to the application of the conditions and terms set forth in Article 5 of Regulation (EU) No. 596/2014 and Article 3 of Delegated Regulation (EU) 1052/2016;
 - (ii) the limit of consideration in case of purchase will not apply if extraordinary circumstances occur in the market;
 - (c) purchase transactions may be carried out on regulated markets, guaranteeing equal treatment among shareholders, in accordance with operating procedures identified from time to time by the Board of Directors from among those established in the regulations for the organization and management of markets that do not allow the direct matching of trading proposals for purchase with predetermined trading proposals for sale, in accordance with the provisions of Article 132 of Legislative Decree 58/1998 and Article 144-bis, paragraph 1, letter b), of Consob Regulation 11971/1999. Purchase transactions may also be carried out by tender or exchange offer procedures in accordance with Article 144-bis, paragraph 1, letter a), of Consob Regulation 11971/1999, subject to a resolution by the Board of Directors in accordance with the regulations in force. The purchase of treasury shares may be carried out by means other than those indicated above where permitted by the legal or regulatory provisions applicable from time to time at the time of the transaction (by way of example but not limited to through the reverse accelerated bookbuild procedure or other similar accelerated mechanisms);
 - (d) the Company, in order to carry out the purchase of treasury shares, will establish a reserve called "negative reserve for treasury shares in portfolio" (for the amount equal to the price paid) through the use of distributable profits and/or available reserves. The available items that will be used to purchase treasury shares will remain on the balance sheet in their original allocation, but will become unavailable to the extent that they are used to carry out the purchase of treasury shares;
2. to authorize, pursuant to and for the purposes of Article 2357-ter of the Civil Code, the performance of acts of disposal, on one or more occasions, of the treasury shares purchased and from time to time held in the portfolio, in compliance with legal limits, for the pursuit of the purposes set forth in the illustrative report of the Board of Directors and under the following terms and conditions (as well as, in any case, in compliance with and with the operating procedures provided for in accordance with the provisions of Regulation (EU) No. 596/2014, the related EU and national implementing regulations and the pro tempore market practices allowed by Consob):
- (a) shares may be disposed of at any time without time limit;
 - (b) disposal transactions may be carried out even before having exhausted the purchases and may take place on the market or as consideration in the event of exchange, swap, exchange, contribution, assignment or other act of disposal of treasury shares carried out in the context of acquisitions of shareholdings or implementation of industrial projects or other extraordinary finance transactions involving the assignment or disposal of treasury shares. The Company may also use the shares for

market liquidity supportive transactions in order to facilitate trading in the securities themselves at times of low liquidity in the market and to facilitate smooth trading. Disposal transactions are proposed may be carried out by whatever means is deemed necessary or appropriate by the Board of Directors for the pursuit of the purpose for which the transaction is being carried out (by way of example but not limited to through the accelerated bookbuild procedure or other similar accelerated mechanisms), all in compliance with the legal or regulatory provisions applicable from time to time at the time of the transaction;

- (c) the disposal price of each share shall be not less than the official stock exchange price of the share on the day preceding the day on which the sale transaction will be carried out, decreased by 20%, without prejudice to the application of the conditions and terms set forth in Article 5 of Regulation (EU) No. 596/2014 and Article 3 of Delegated Regulation (EU) 1052/2016. The disposal consideration limit will not apply in the case of acts of disposal other than sale and especially in the case of exchange, swap, exchange, contribution, assignment or other act of disposal of treasury shares carried out in the context of acquisitions of shareholdings or implementation of industrial projects or other extraordinary finance transactions involving the assignment or disposal of treasury shares (such as, by way of example, mergers, demergers, issuance of convertible bonds or warrants, etc.); in such cases, different criteria may be used, in line with the purposes pursued and taking into account Regulation (EU) No. 596/2014, the relevant EU and national implementing legislation, pro tempore market practice allowed by Consob, the indications of Borsa Italiana S.p.A and Consob recommendations;
 - (d) with the power for the Board of Directors to establish, from time to time, subject to the provisions of the law and regulations, any other terms, methods and conditions of the disposal of the shares that shall be deemed most appropriate;
3. to confer the President, with express power of delegation, any and all broader powers necessary or appropriate to execute this resolution, including approving any and all executive provisions of the related purchase program, including, but not limited to, the assignment to intermediaries for the coordination and execution of the related transactions, and providing for all the fulfillments required by the regulations in force".

Milan, 11 September 2023

For the Board of Directors of Italian Design Brands S.p.A.

The Chairman - Andrea Sasso

A handwritten signature in black ink, appearing to read 'A. Sasso', written in a cursive style.