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COMUNICATO STAMPA

U-POWER GROUP, LEADER EUROPEO NELLE CALZATURE ANTINFORTUNISTICHE, VALUTA FINESTRE TEMPORALI ALTERNATIVE PER IL PROCESSO DI QUOTAZIONE SUL MERCATO TELEMATICO AZIONARIO ORGANIZZATO E GESTITO DA BORSA ITALIANA S.P.A.

Paruzzaro (Novara), 6 luglio 2021. In merito al processo di ammissione a quotazione delle proprie azioni ordinarie sul Mercato Telematico Azionario organizzato e gestito da Borsa Italiana, U-Power Group S.p.A. ha deciso di valutare finestre temporali alternative rispetto a quelle precedentemente comunicate.

La decisione presa dalla società è da ricondursi alle attuali condizioni del mercato azionario primario, caratterizzato, in questa fase, da un sovraffollamento di operazioni in offerta a livello internazionale.

U Power Group Spa sta proseguendo con successo il proprio percorso di crescita anche nel primo semestre 2021 con ricavi preliminari superiori alle attese e in aumento di oltre il 40% rispetto all'esercizio precedente.

Descrizione di U-Power Group

U-Power Group S.p.A. è la società holding del Gruppo, fondato nel 2006 e attivo nella ricerca, sviluppo e progettazione ("R&S"), produzione e commercializzazione di taluni dispositivi di protezione individuale ("DPI"), in particolare Calzature Antinfortunistiche ed Abbigliamento Tecnico da lavoro, destinati alla protezione e alla sicurezza negli ambienti di lavoro di operatori appartenenti a diversi settori quali industria, commercio, agricoltura etc., ivi inclusi quelli altamente regolamentati (come industria chimica, edilizia, agricola, delle costruzioni in generale, dei servizi).

Alta qualità, costante innovazione tecnologica che garantisce con i propri brevetti un comfort superiore all'utilizzatore, design italiano all'avanguardia dei prodotti, forte distintività e riconoscibilità dei propri marchi e modelli, tempestività e qualità del servizio al cliente, nonché un sistema di distribuzione capillare nei mercati in cui opera, sono caratteristiche che U-Power Group ritiene rappresentino alcuni dei punti chiave dell'espansione del Gruppo nel mercato europeo. La missione di U-Power Group è di fornire ai lavoratori dei prodotti di assoluta sicurezza, offrendo un comfort funzionale ed estetico sia sul luogo di lavoro sia fuori.

Il Gruppo è il primo operatore a livello Europeo¹ nel mercato delle Calzature Protettive, un mercato ampio ed in crescita, producendo e commercializzando circa 4.500.000 paia nel 2020,

¹ Fonte: report non disponibile pubblicamente "IPO Research - Protective Footwear and Workwear" redatto da Euromonitor International in data 24 febbraio 2021 e commissionato da U-Power Group a fronte del pagamento di un corrispettivo.

prevalentemente grazie ai marchi U-Power, Jallatte e Aimont (di titolarità del Gruppo). In aggiunta, a partire dagli ultimi anni, il Gruppo è attivo anche nelle attività di R&S e commercializzazione di capi di Abbigliamento Tecnico a marchio U-Power.

Il Gruppo opera attraverso un modello di business focalizzato sul controllo dell'intera catena del valore, e vanta una copertura geografica capillare grazie ad un approccio B2B, che consente di comprendere le esigenze del cliente finale e di anticipare i trend di mercato.

Inoltre, il posizionamento *premium* e l'elevata *brand awareness* dei marchi detenuti da U-Power Group sono supportati da una strategia di comunicazione multicanale.

La proposta commerciale del Gruppo è relativa alle seguenti linee di prodotto:

- Calzature di Sicurezza e Calzature da Lavoro ("**Calzature Antinfortunistiche**");
- Abbigliamento tecnico da lavoro e relativi accessori ("**Abbigliamento Tecnico**").

Al 31 dicembre 2020, il Gruppo ha registrato ricavi da contratti con i clienti derivanti dalla vendita delle Calzature Antinfortunistiche e dell'Abbigliamento Tecnico pari a Euro 172.536 migliaia, un EBITDA pari a Euro 42.792 migliaia e un EBITDA Margin pari al 25%.

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Any purchase of shares of the Company in the proposed Offering should be made solely on the basis of the information contained in the Prospectus, as approved by Consob, to be issued by the Company in connection with the admission to trading on the MTA. The approval of the Prospectus by Consob shall not constitute an evaluation of the economic and financial soundness of the transaction and the quality or solvency of the Company. No reliance may or should be placed by any person for any purpose whatsoever on the information contained in this announcement or on its completeness, accuracy or fairness. The information in this announcement is subject to change.

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