



G I S M O N D I

A SPECIAL YEAR END FOR GISMONDI 1754

Between Christmas and year end the Genoese brand pulled off “Special Sales” for over 1 million euro and will be closing 2021 with strong double digit growth

2022 financial events calendar approved

Genoa, 11 January 2022 – **Gismondi 1754** (EGM ticker GIS), longstanding Genoese company that has been producing highest-end jewellery for seven generations, ends 2021 concluding more “special sales” in Switzerland, England and St. Martin for a total value of 1.16 million euro.

The Gismondi 1754 “custom-made” continues having excellent results, with a strong impulse produced mainly in the last week of December, between Christmas and new year.

Please note that most of these sales came through the Gismondi 1754 e-commerce platform, reached through the website and from the Instagram page of the Genoese brand. A mid 2020 digital turning point that launched the Group into the future, speeding up its plans due to the pandemic which was starting to block global movements.

The Gismondi 1754 special sales are a winning company philosophy and a modern business style. Decidedly differentiating in the modern jewellery world, as it gives each customer an exclusive service for a unique, unforgettable experience. These “special sales” will be increasing the Company’s end-year results, predicted to grow considerably; seeing that at end October 2021 it had already achieved the 6.5-million-euro 2020 turnover (*please see [the press release of 14 October 2021](#)*).

For **Massimo Gismondi, CEO of Gismondi 1754**, “*Despite the negative Covid impact felt by most companies, more specifically between the start and end of 2021, we have had an extraordinary year leading to a growth that will be close to +40%. The special sales are a distinctive value of our offer, not an impromptu item, seeing that they now have a double-digit effect on our turnover. We truly believe in our philosophy, transmitted passionately to all our salespeople. It is only with a loyal relationship and strong motivational empathy with customers that we can finalise sales for such considerable amounts at times that are certainly complicated for everyone*”.

The Company would like to point out that the above is a current objective economic information communication and that the economic effects and impacts on business that the ongoing pandemic could have over the next few months are not foreseeable.

As foreseen by the 2022 corporate events calendar approved today, on 21 January 2022 the Board of Directors will notify the quarterly results for Q4 2021. They will provide numbers related to Gismondi 1754 sales for the last three months in the year, divided by geographical area and type of sales channel.

Approval of the 2022 financial events Calendar

Pursuant to article 17 of the Euronext Growth Milan Regulation, the Board of Directors approved the 2022 financial calendar, to be published on the website www.gismondi1754.com in the investor relations section:

21 January 2022	Board of Directors' meeting: 4Q 2021 quarterly figures related to consolidated operational revenue by channel and geographical area
31 March 2022	Board of Directors' meeting: approval of draft fiscal year and consolidated financial statements as of 31 December 2021
19 April 2022	Board of Directors' meeting: 1Q 2022 quarterly figures related to consolidated operational revenue by channel and geographical area
29 April 2022	First call for Shareholders' Meeting: approval of financial statements as of 31 December 2021
09 May 2022	Second call for Shareholders' Meeting: approval of financial statements as of 31 December 2021
20 July 2022	Board of Directors' meeting: 2Q 2022 quarterly figures related to consolidated operational revenue by channel and geographical area
23 September 2022	Board of Directors' meeting: approval of consolidated half-yearly financial report as of 30 June 2022, subjected to limited voluntary auditing
14 October 2022	Board of Directors' meeting: 3Q 2022 quarterly figures related to consolidated operational revenue by channel and geographical area

Any changes will be promptly communicated to the market. This press release is also available on the Issuer's website www.gismondi1754.com (sector Investor Relations/Press Releases).

About Gismondi 1754:

Handmade in Italy by Italians

Established in Genoa in 1754 with Giovan Battista Gismondi (supplier of Pope Pio VI and the Doria family), Gismondi 1754 - managed by Massimo Gismondi - has achieved a globally acknowledged excellence and competence in jewellery. Massimo Gismondi, known for considering jewels works of art, expresses centuries of craftsmanship and a rich history in his creations, matched with a contemporary style handing down a taste for beauty, a seven-generation company inheritance. The Company has been listed on the Euronext Growth Milan market since 18 December 2019.

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