

VAA – VISTA ALEGRE ATLANTIS, SGPS, S.A.

Sociedade aberta
Sede: Lugar da Vista Alegre
Distrito: Aveiro, Concelho: Ílhavo
Freguesia: Ílhavo (São Salvador)
3830 292 ILHAVO
Matriculada na C.R.C. de Ílhavo
Capital social: 134.120.048 Euros
NIPC e N.º Matrícula: 500.978.654

VISTA ALEGRE SECURES NEW CONTRACTS VALUED AT 20 MILLION EUROS

Under the terms and for the purposes of article 17 of Regulation (EU) No. 596/2014 of the European Parliament and of the European Council and article 248-A of the Portuguese Securities Code, VAA - Vista Alegre Atlantis, SGPS, SA (“VAA” or “Company”) provides the following information to the market and the general public:

1. Vista Alegre has secured new supply contracts totalling more than **20 million euros** for the second, third and fourth quarters of 2021.

Europe is the principal destination for this new production, with France, Germany and Scandinavia as the main markets, although it is worth noting that a significant proportion (roughly 25%) is destined for the Asian region.

These new contracts add to the existing order book throughout VAA’s global distribution network, which already amounted to approximately 25 million euros in agreed volumes in the Private Label channel for 2021, bringing the total for private label contracts to 45 million euros for the year and representing an important base for the Company to maintain production activity with robust levels of output.

2. In the first two months of 2021, Grupo Vista Alegre reached cumulative turnover of **12.1 million euros**, representing a drop of **34%** compared to the same period in 2020.

In February 2021 turnover was **6.5 million euros**, a decrease compared to the same month in 2020 of **32.8% (-3.2 million euros)**. It is worth noting

however, that there was a slight improvement in Sales compared to the previous month.

Segments	January 2021	February 2021	2021 Acumulated
Porcelain and other products	1.993	2.639	4.631
Earthenware	550	791	1.341
Ovenware	728	802	1.529
Tableware	1.816	1.513	3.328
Crystal and Glass	567	732	1.299
Total	5.653	6.476	12.129
Variation 2021/2020	-36,3%	-32,8%	-34,4%

Segments	January 2020	February 2020	2020 Acumulated
Porcelain and other products	2.678	2.833	5.511
Earthenware	815	736	1.551
Ovenware	1.973	2.400	4.372
Tableware	2.355	2.564	4.919
Crystal and Glass	1.049	1.099	2.149
Total	8.871	9.632	18.502

Sales through the **Online** channel continued to exhibit excellent performance in February, partially offsetting the drop in the **Retail** channel, as the chain of stores in Portugal remained closed as a result of the suspension of retail trade activities and the closure of establishments that would otherwise be open to the public, as decreed by the Portuguese Government within the framework of the containment measures in force. Nonetheless, Vista Alegre also highlights the resilience of its branches in the USA, Brazil, Spain and France, which saw growth in Retail business. The closure of most hotels and restaurants globally continues to have a negative impact on sales in the **Horeca** channel. In February, the **Private Label** channel also recorded a decrease compared to the same period in 2020.

3. Given the continued state of emergency in Portugal at the national level, the Company has been obliged at some VAA subsidiaries to maintain extraordinary measures, in particular due to the closure of the Retail network in Portugal and considering preventive measures in response to the pandemic situation.

In order to contain the level of contagion recorded at the Satão industrial unit of Cerutil – Cerâmicas Utilitárias, SA, in the Stoneware segment, VAA will continue in the month of March with a temporary 40% reduction of the normal weekly hours worked in relation to 98.15% of its employees (cf. paragraph a) of article 5 of Decree-Law no. 46-A / 2020 of 30 July, as amended), after which the situation at this productive unit will be reviewed.

Given the ongoing suspension of Retail activity across the national network of VAA stores (except in the Online channels) and uncertainty regarding plans to reopen commercial activity nationwide, VAA has decided to extend the simplified lay-off measures (see paragraph a) of no. 1 of article 4 of Decree-Law no. 10-G / 2020, of 26 March, as amended) and temporary reduction of weekly hours worked (according to the legal provisions in reference) in the Porcelain and Crystal segments, and in the Earthenware segment of Bordalo Pinheiro, SA. As a result, the temporary suspension of employment contracts as communicated on February 5th has been extended in the month of March with respect to 10.81% of employees of Vista Alegre Atlantis SA in Porcelain and 1.64% of employees of Faianças Artísticas Bordalo Pinheiro, S.A. in the Earthenware segment (all of the aforementioned representing workers in the store network). The remaining workers of these two subsidiaries are maintaining either full-time work or a temporary reduction of weekly working hours (i.e. 16.45% of the employees of Vista Alegre Atlantis S.A. and 1.97% of the employees of Faianças Artísticas Bordalo Pinheiro, S.A. are working with reduced weekly hours).

The Stoneware Tableware production unit of Ria Stone, Fábrica de Louça de Mesa em Grés, S.A., in Ílhavo has resumed normal operations and a full working regime as of 1 March 2021.

VAA will continue to monitor, with all the care that the current context demands, further impacts arising from COVID-19, as well as to adopt relevant measures necessary to promote business continuity as well as the resilience and sustainability of the Company.

Ílhavo, 4 March 2021

VAA – Vista Alegre Atlantis, SGPS, SA