

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

Public Company  
Head Office: Lugar da Vista Alegre  
District: Aveiro, Municipality: Ílhavo  
Parish: Ílhavo (São Salvador)  
3830 292 ILHAVO  
Registered with the C.R.C. [Commercial Registry] of Ílhavo  
Share Capital: 134,120,048 Euros  
NIPC [Legal Person No.] and Registry No: 500.978.654

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### **VISTA ALEGRE REACHES A TURNOVER OF 117.4 MILLION EUROS IN 2021**

Although the year 2021 was extremely challenging due to the strong impact of the Covid-19 pandemic, Vista Alegre recorded cumulative turnover of **117.4 million euros** for the year, representing an increase of **6.4% (+7.1 million euros)**, compared to the same period the previous year. This performance illustrates a remarkable capacity for resilience and recovery. Considering that physical retail in Portugal was closed for a total of 5 months during the year and was restricted in other markets worldwide, this performance underscores the way in which the company overcame challenges during this difficult period for the world and the global economy.

Own-brand products, namely Vista Alegre's Porcelain and Crystal segments and Bordallo Pinheiro's Earthenware, were the biggest catalysts for this growth. Excluding the hotel industry, **the turnover generated by own-brand products, via physical and online retail channels domestically and internationally, grew 36.7% compared to 2020 and 11% compared to 2019** pre-pandemic levels, which clearly attests to the excellent performance and growing recognition of our brands globally.

Internationally, we highlight the markets of Spain, the USA and Brazil as the biggest contributors to the sales of branded products, with a growth of 69% compared to 2020 and a growth of 50% compared to 2019 (pre-pandemic).

The Ria Stone factory, which produces for Ikea, also delivered excellent performance in 2021, growing 14% compared to 2020, with turnover 10% above 2019 sales.

Analysing the fourth quarter of 2021, Vista Alegre posted remarkable performance, far above previous quarters and representing growth of 8.2% compared to the same period of 2020.

In the month of December 2021 sales reached **13.3 million euros**, representing an increase of **17.2 %** compared to the same month of 2020.

Segments	2021				2021 December
	1 <sup>st</sup> trimester	2 <sup>nd</sup> trimester	3 <sup>rd</sup> trimester	4 <sup>th</sup> trimester	Accum.
Porcelain and related products	7 136	10 130	10 167	15 036	42 468
Earthenware	2 282	3 335	3 025	3 872	12 515
Stoneware	7 590	14 327	14 343	14 077	50 336
Crystal/ handmade glass	1 962	2 826	2 924	4 416	12 128
<b>Total</b>	<b>18 970</b>	<b>30 617</b>	<b>30 460</b>	<b>37 401</b>	<b>117 448</b>
<b>Variation 2021/2020</b>	<b>-22,0%</b>	<b>67,6%</b>	<b>-8,4%</b>	<b>8,2%</b>	<b>6,4%</b>

  

Segments	2020				2020 December
	1 <sup>st</sup> trimester	2 <sup>nd</sup> trimester	3 <sup>rd</sup> trimester	4 <sup>th</sup> trimester	Accum.
Porcelain and related products	6 011	3 682	8 735	10 672	29 101
Earthenware	2 226	970	2 392	2 997	8 586
Stoneware	13 692	10 913	19 191	17 306	61 102
Crystal/ handmade glass	2 377	2 708	2 927	3 578	11 590
<b>Total</b>	<b>24 307</b>	<b>18 273</b>	<b>33 246</b>	<b>34 554</b>	<b>110 379</b>

*Online* sales continued the excellent trajectory they had shown in 2020 and over the course of 2021, growing by 32.6% year-on-year to represent 7% of own-brand sales excluding the hotel sector. This result reflects Vista Alegre's focus on the online channel, which has seen strong expansion in the last two years as a response to confinement measures and restrictions to retail traffic.

In short, after a first quarter still marked by the pandemic and periods of closure of Vista Alegre's key markets throughout the year, we nonetheless witnessed a progressive reopening and a recovery in consumer demand. Customers remained very receptive to Vista Alegre's evolving value proposition, recognising its merits in terms of quality product offering.

Ílhavo, 10<sup>th</sup> of January 2022

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