



## Press Release

### **MISITANO & STRACUZZI S.P.A. FINALIZATION OF THE STRATEGIC ADVISORY BOARD WITH DAEMMON REEVE, FORMER GROUP CEO OF TREATT PLC**

#### **DAEMMON REEVE JOINS BHAVESH SHAH AND ALAIN FRIX Three highly esteemed international professionals with decades of solid experience in the Fragrance and Food & Beverage sectors**

Messina (ME), Italy – 20<sup>th</sup> November, 2024 - **Misitano & Stracuzzi S.p.A.**, one of the main Italian business to business (B2B) operator active at international level in the creation, production and marketing of citrus essential oils mainly of natural origin and to a lesser extent in the production of citrus juice ("**M&S** or the "**Company**"), listed on the Euronext Growth Milan market, organized and managed by Borsa Italiana S.p.A. (ISIN code IT0005603078, ticker MS), announces the **finalization of the establishment of the Strategic Advisory Board with the formal appointment of Daemmon Reeve**. The Advisory Board is thus composed of international professionals with proven experience in financial markets and in the specific or related sectors in which M&S operates, namely Fragrances and Food & Beverage.

In the Strategic Advisory Board of M&S, Daemmon Reeve will supervise in particular **the Strategic Development of the Company**. Reeve has been **Group CEO of Treatt plc** from 2012 till the end of 2023. Today, he has several roles in international boards. Daemmon has had a long and distinguished career at Treatt, overseeing a significant change in the Company's fortunes under his leadership, among which the expansion of the US site and the recent establishment of the China subsidiary. Treatt, listed on the London Stock Exchange, is a global independent ingredients manufacturer and supplier to the flavour, fragrance and consumer goods industries, adding particular focus to the innovative beverage market.

As of today, the Advisory Board is composed by: Bhavesh Shah former Chief of Operations & Procurement and Executive Board Member of Firmenich, Alain Frix former Vice President Sales Europe, Africa and Middle East Symrise, Daemmon Reeve former CEO of Treatt. The Committee is composed of individuals external to the Company with the aim of providing strategic advice, vision, and specialized knowledge continuously to the Board of Directors of Misitano & Stracuzzi, to which it reports directly.

**Antonio Stracuzzi, President and CEO of the Company, commented:** *"We are truly pleased to announce the inclusion of Daemmon Reeve, an exceptionally skilled professional whom I highly respect. In line with best practices established among leading listed companies, we believe that the Strategic Advisory Board is an essential tool to navigate the emerging trends in our industry. We have chosen high-caliber professionals and strategic consultants with specific expertise in our sector or related segments, capable of offering valuable strategic insights. With these collaborations, we will be even better positioned to identify growth opportunities and ensure continuous improvement on a global scale."*

As a reminder, the first two members already appointed on 5<sup>th</sup> August 2024, are:



**Misitano & Stracuzzi S.p.a.**  
**Citrus Products**  
Via Ghibellina, 64 – 98122 Messina (Italy)

Share capital € 1.277.550,00 fully paid up  
Messina Business Register  
Tax ID and VAT 00170700835

**Tel.:** + 39 090 2922571  
**Email:** [info@misitanoestracuzzi.com](mailto:info@misitanoestracuzzi.com)  
**Website:** [misitanoestracuzzi.com](http://misitanoestracuzzi.com)

**Bhavesh Shah** boasts over 30 years of experience in Leadership, Operations, and Procurement positions at the world's largest consumer goods company, **Procter & Gamble**, and at a leading family-owned fragrance and flavor house, **Firmenich**. Having lived and worked in London, Geneva, Brussels, Guangzhou, and Singapore—with extensive business exposure to both North and South America— Bhavesh brings to M&S a wealth of global experience that reflects his multicultural background.

**Alain Frix** was VP Sales at **Symrise**, a historic Swiss multinational active in the development, production, and sale of fragrances, flavors, and food ingredients. He serves on various committees and boards where he provides top-tier strategic support, boasting experience in financial markets, sustainability, and M&A. He also enjoys an extensive international network that forms a solid base for making a significant contribution to the development of M&S.

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This press release is available in the "Investor Relations" section of the website <https://www.misitanoestracuzzi.com/>.

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#### **ABOUT MISITANO & STRACUZZI**

*The Misitano & Stracuzzi Group is one of the main Italian one of the main Italian business to business (B2B) operator active at international level in the creation, production and marketing of citrus essential oils mainly of natural origin and to a lesser extent in the production of citrus juice. The Company purchases citrus essential oils worldwide and produces proprietary solutions tailored to each individual customer's needs. The citrus essential oils are highly appreciated at the international level and are applied in a variety of fields, including food and drink, perfumes and fragrances, cosmetics and aromatherapy.*

*The products made by the M&S Group are mainly intended for international customers, including large producers of flavours and fragrances and sometimes directly for producers active in food and beverage, personal and home care, aromatherapy, perfumery, cosmetics and pharma.*

*Today the Company can use two plants based in Sicily, respectively the Furci Siculo (Me) plant and in S. Teresa di Riva (Me), supported by various warehouses located in Italy, Northern Europe and on the west coast of the United States as well as by a dense and structured sales network spread throughout the world also made up of agents who support the relationship with the Group's customers. In December 2016, Misitano & Stracuzzi USA Corp. was established, a company incorporated under US law, wholly owned by Misitano & Stracuzzi S.p.A. M&S USA carries out distribution activities of essential oils and aromatic essences in the United States. The strategic position assumed by the subsidiary represents a key factor in the development of the Group's business.*

*The Company is listed on the Euronext Growth Milan market, organized and managed by Borsa Italiana S.p.A., since 29<sup>th</sup> July 2024 (ISIN code IT0005603078, ticker MS). For the financial year ending December 31<sup>st</sup>, 2023, the Company's Revenues reached 59.0 million Euro, increasing by 42.2% respect to 2022's financial year and a Group net result of 7.1 million Euro.*

#### **For further information**

##### Investor Relations

Giuseppe Trusso – CFO & IRM - [Misitano & Stracuzzi](mailto:investor.relations@misitanoestracuzzi.com)

[investor.relations@misitanoestracuzzi.com](mailto:investor.relations@misitanoestracuzzi.com)

F +39 (0)90 2922571

Simona D'Agostino – IR Advisor - [HEAR-ir](mailto:HEAR-ir)

[simona.dagostino@hear-ir.com](mailto:simona.dagostino@hear-ir.com)

M +39 335 7729138

##### Press and Communication Office

[HEAR-ir](mailto:HEAR-ir)

Simona D'Agostino

[simona.dagostino@hear-ir.com](mailto:simona.dagostino@hear-ir.com)

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Luca Macario  
[luca.macario@hear-ir.com](mailto:luca.macario@hear-ir.com)  
M +39 335 7478179

Euronext Growth Advisor  
Intermonte  
[ega@intermonte.it](mailto:ega@intermonte.it)  
F +39 (0)2 771151



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