

PRESS RELEASE

NEWPRINCES RELAUNCHES GS: THE HISTORIC BRAND RETURNS TO THE CENTER OF RETAIL

The new logo has been unveiled, continuing the tradition of Italian large-scale retail trade.

Reggio Emilia, 4 August 2026 – NewPrinces Group is taking the first step in reorganizing its retail operations and relaunching GS: it will be the reference brand for the Group's retail activities.

Effective August 1, 2026, GS S.p.A. and Princes Retail S.p.A. were incorporated into Princes Property S.p.A., which simultaneously changed its name to GS S.p.A.

Princes Retail was the group company responsible for the Carrefour Italia asset acquired in 2025 as part of the transaction that led NewPrinces to enter the large-scale retail sector.

At the same time, NewPrinces is unveiling its new corporate logo, inspired by the historic GS brand and designed to accompany its relaunch.

For NewPrinces, the return of GS is more than just a rebranding exercise. It is part of the Group's industrial strategy, which aims to integrate production, logistics, and distribution into a single supply chain model. The goal is to strengthen its direct presence in retail and consolidate its relationship with the end consumer, enhancing a recognizable brand rooted in the memory of Italian retail.

President Angelo Mastrolia commented: *"The GS logo embodies an important history and a bond built over time with millions of customers. This is why we have chosen to retain its most recognizable elements: not a change from the past, but rather the desire to enhance a heritage that continues to be relevant today. An identity capable of uniting past and future, maintaining a strong relationship with those who knew GS and embracing new generations."*

In the coming months, the company will begin the gradual renovation of its stores and the modernization of its network across all distribution formats. GS S.p.A. currently operates in large-scale retail trade in Italy with approximately 1,000 stores, including approximately 750 franchises, in addition to online grocery services and an evolving omnichannel model. The company employs approximately 10,000 people in its directly operated stores and another 8,000 in its franchised stores.

Within NewPrinces, GS represents the retail arm of a multinational agri-food group, present with 33 production sites worldwide, which aims to integrate production, logistics, and retail into a single industrial project.

The new GS logo

The new GS logo visually translates the evolution of the brand and the Group's new business model: from the traditional oval to a perfect circle, symbolizing an integrated supply chain and GS's role as a daily reference point for Italians.

The new identity preserves the iconic character of the GS historic brand, redesigning its lines and dynamism to combine past and future, tradition and innovation. This choice enhances a heritage deeply rooted in the history of Italian retail and renews its significance within a forward-looking industrial project focused on a modern shopping experience.



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NEWPRINCES GROUP

NewPrinces Group is a leading Italian group operating in the food & beverage and retail sectors, with an integrated industrial and distribution platform generating approximately €6.5 billion in annual revenues.

In the food manufacturing sector, the Group operates through Princes Group plc, listed on the FTSE 250 of the London Stock Exchange, and Centrale del Latte d'Italia, listed on Euronext Milan. The Group has a significant presence across a wide range of food categories, including dairy products, grocery, ambient and chilled foods. It manages a diversified portfolio of well-established brands and operates an extensive industrial platform across Europe, serving leading retailers and foodservice customers in more than 60 countries. In the retail sector, NewPrinces operates through G.S. S.p.A., one of Italy's leading food retail platforms, with a nationwide network of more than 1,000 stores.