



USE OF E-MAIL

Target users: Head office and shop staff

Procedure owner: Head office and shop staff

Procedure supervisor: HR

Distribution list: humanresource@illanificio.com

Last updated: 19 March 2026

1. When to use email

- a. Anything that can be resolved quickly via a brief conversation or chat should be dealt with verbally, via the company WhatsApp group or via Teams Chat. Do not share sensitive data, confidential documents or company files on WhatsApp
- b. Emails should be used for complex matters involving several participants or when it is necessary to inform multiple people (even if they are not expected to participate in the email thread)

2. Basic rules

- a. Always state the subject of the email CLEARLY
- b. Write concise and well-structured emails
- c. Each email should cover only one topic
- d. Do not send an email on a different topic to another email thread
- e. Be polite and professional when writing emails, without going overboard
- f. Do not respond emotionally; never use sarcasm or aggression; if you disagree, clearly express your dissent in a neutral tone
- g. Do not overuse the CC field (include only those who genuinely need to be informed)
- h. Unless there is a particular urgency, emails should be sent during working hours; you can schedule them to be sent at an appropriate day/time using the relevant function
- i. Disable the automatic read receipt request (unless it is genuinely important)
- j. The use of corporate email must comply with fundamental security rules, in order to protect company data and ensure the efficiency of IT systems
- k. Company emails must be used exclusively for work purposes
- l. Login credentials (username and password) must remain confidential and must not be shared.
- m. Exercise the utmost caution with suspicious or unexpected messages: do not open attachments or click on links from unknown senders. If in doubt, contact the IT department immediately
- n. To ensure the efficiency of your inbox and reduce security risks, it is advisable to periodically archive or delete emails that are no longer needed and promptly report any anomalies or suspicious system behaviour to IT

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3. How to ensure you receive a reply (from the right person or people)

- a. The people from whom you expect a reply should be the only ones listed in the “To” field. Anyone else you wish to inform should be in “CC”. However, emails should preferably be sent to the distribution lists (included in the contact file on Academy) relating to the area you wish to contact
- b. Even when sending to a distribution list, start the body of the email with the name of the person (or people) from whom you want a reply
E.g.: for an email regarding the allocation or merchandising of products to a specific shop, you should send the email to MerchandisingandProductOperations@illanificio.com, but begin with “Dear Teresa and Margherita, (...)”
Following these guidelines will help the recipients of the email understand who should reply; if you do not specify any names, there is a risk that no one will reply because they will expect other members of the same group to do so. If you are unsure who the right person to contact is for a particular matter and cannot identify the role in the Excel contact list, ask your DM, who will point you in the right direction.
- c. Conclude the email with a clear question or request:
 - i. When asking a question, make sure to repeat it at the end
 - ii. When seeking an opinion or feedback on what is explained in the email, conclude by asking for the viewpoint of the person or people from whom you wish to receive a reply
 - iii. When you want something approved, make it clear that what is explained in the email is a suggestion and that you are seeking approval or otherwise, specifying a date by which, if no reply is received, the matter will be deemed approved

4. Long email

- a. If an email is long, follow these rules:
 - i. Explain the purpose of the email in the first paragraph
 - ii. Use headings and subheadings throughout the text (including bold text), but without overdoing it
 - iii. Write in bullet points: this makes it easier to understand
 - iv. Conclude with a summary and the question to which you would like a reply

5. Rules for replying to emails

- a. From 20 November 2025, everyone is required to reply to all emails of which they are the direct recipient within a maximum of 48 hours * (meaning 2 working days)
- b. If the request in the email requires a lot of work and analysis and you do not have time to deal with the request within 48 hours*, you must reply to the email (within 48 hours*) stating that you need more time, providing an estimate of the time required to reply and therefore the expected date of reply
- c. ONLY if a reply is required within less than 48 hours, write “URGENT” in the email subject line, and immediately send a message via the company WhatsApp or Teams Chat to communicate the urgency (do not overuse “urgent” emails)
- d. During holidays or other absences, you are not required to reply, but you must activate automatic replies
- e. Emails and other communications must be sent during working hours; however, it is acceptable to send communications outside these hours, but you must not expect or put pressure on the recipient to read or reply outside working hours



6. When recipients do not reply to emails by the deadline:

- a. Follow up in person, via the company WhatsApp group or via Teams Chat
- b. If there is a strict deadline for the decision and you have not yet received a reply, proceed as you see fit

Sample email

Dear John and Dear Smith,

With reference to subject X, please find my analysis below. Please read it and let me know if you agree.

Subject X

Subject X. 1

Content and images explaining...

Subject X .2

Content and images explaining...

Subject X .3

Content and images explaining...

Conclusion

In my view, the conclusions are A, B and C.

I intend to carry out D, E and F by DD-MM.

John, please let me know if you agree or if you wish to amend/add anything to my analysis. If I do not hear from you, I will assume you agree and proceed.

Smith, in order to proceed, I need you to send me XYZ; therefore, please send it to me by DD/MM/YYYY.

Thank you

Signature