



Press Release

**FARMAÈ: SIGNIFICANT GROWTH IN REVENUES IN THE  
FIRST QUARTER OF 2020  
(+71% OVER THE FIRST QUARTER OF 2019)**

***Number of visitors to the websites (+101%) doubles  
and notable increase in new customers***

***New investment in the logistics hub to respond to the increased  
flow of orders***

Viareggio, 7 May 2020 – The Board of Directors of **Farmaè S.p.A.** - listed company on the AIM Italia market of Borsa Italiana, a *leader* in the *e-retailing* of health and well-being products in Italy - which met on today's date, examined the data relating to revenues as at 31 March 2020, not audited, and the main KPIs.

Farmaè recorded revenues of 13.5 million euros, growth of 71% over the first quarter of 2019. This increase is primarily due to *on-line* sales, which posted an increase of 76%, standing at 12.6 million euros. This growth was observed in particular in March. Positive results that exceed the expectations, given a business that historically records 40% of annual turnover in the first half and 60% in the second half.

In the first three months, customers on the portals [www.farmae.it](http://www.farmae.it) and [www.beautye.it](http://www.beautye.it) rose by **73%**, reaching roughly **190 thousand** compared to 110 thousand in the same period of 2019, marking an increase of 82% in orders on the platforms, standing at **303 thousand** compared to 166 thousand in the first quarter of 2019. This growth is explained by the health emergency period, due to the Covid-19 pandemic, in which the on-line channel has definitely been preferred. The website [www.beautye.it](http://www.beautye.it), just launched, is also recording encouraging results.

In the first three months of 2020, a total of **8 million and 800 thousand** sessions were recorded on the sites, compared to 4 million and 400 thousand (+101%) in the first quarter of 2019 and a total of 1.7 million products were sold, compared to 888 thousand in the first quarter of 2019 (+88%).

As from the quarter in question, Farmaè will voluntarily provide the market with the data on revenues and the main KPIs on a quarterly basis.

The Board of Directors also approved an investment of 0.57 million euros regarding the new logistics hub of Migliarino Pisano, aimed at increasing the order fulfilment capacity of the current plant. The project will be implemented by August, so that it is fully operational by next October to meet the expected order flows for the final part of the year.

*"We present the market with significant results recorded in the first quarter of the year – states **Riccardo Iacometti, Founder and CEO of Farmaè S.p.A.** – that confirm the growth trend of our company and that consolidate a process of diversification of our business and the products sold. We are seeing a healthy expansion in our customer base and an increase in new users, who we can serve and bring closer with punctuality, also thanks to the investments made recently in our*



*innovative logistics hub, including the one approved on today's date, originally planned in the second part of the year, but brought forward in consideration of the notable increase in order flows that we are recording in this period.*

*These trends confirm e-commerce as the fundamental purchase channel for guaranteeing users a timely supply of products and services, as has also happened during this health emergency period".*

This press release is available in the Investor Relations section of the company's website [www.farmaegroup.it](http://www.farmaegroup.it).

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Established in Viareggio in 2014, Farmaè is the first Health and Well-being Onlife eRetailer in Italy. Onlife retail is a new economic paradigm characterised by the integration of online, offline, logistics and data in a single chain of value. The company today operates primarily in eCommerce with more than 37,000 items marketed in 10 different product categories sold, but it is also present throughout the country with 8 Farmaè stores and 1 Beautyè Store.

By sharing the new "OnLife" philosophy, Farmaè intends to put Customers at the centre of its business by responding immediately, rapidly and pragmatically to all their needs and ensuring a unique customer experience regardless of which sales channel is used.

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