



beautyè



FARMAÈ GROUP



Virtual AIM Italia Conference

25 May 2020



Every 30 seconds
there is

1.3 queries for Farmaè
or brand-related queries

In Italy:

3,822 searches on avg. every day

115K searches on avg. every month

Source: Google Internal data, Jan-March 2020



THE COVID-19 SANITARY EMERGENCY

Adopted stringent measures to avoid the outbreak inside the offices and the warehouses and to train our people on how to be safe

1 Smart working for people working at the call center, marketing and administrative department

2 Warehouse employees must maintain a safety distance of at least one meter and when this is not possible, gloves and a breathing mask FFP2 or FFP3 must be worn; sanitization three times a day of the warehouse

3 Safety procedures have been issued for the reception and for express couriers; drivers carrying goods are not allowed to get off their trucks

4 All meetings with external visitors have been canceled and replaced by video/conference call

5 Internal meetings take place only via phone or video conferencing

We are very close to our community and we are putting in place some ESG initiatives in order to support the local municipalities and Hospital

FARMAE'S GROWTH IN Q1 2020

+101%

SITE VISITS

+73%

ACTIVE CLIENTS

+82%

ORDERS

+71%

REVENUES



LEADER IN THE ONLINE PHARMA & PERSONAL CARE MARKET

Revenues +71%

from March 2019

190k

Active Clients
as of March 2020

1,7m

Products sold
as of March 2020

8.8m

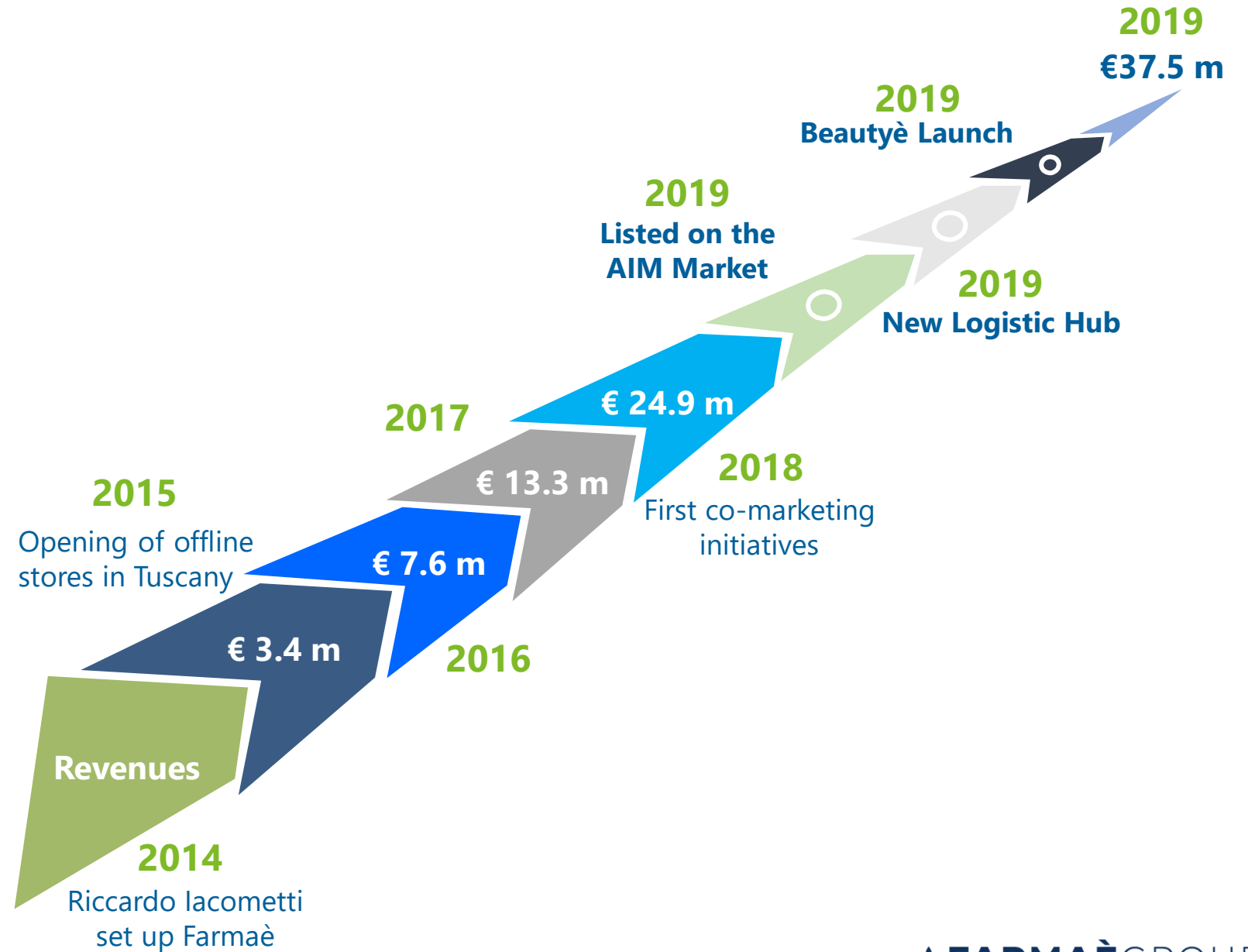
Site visits
as of March 2020

12,6m

Online Sales

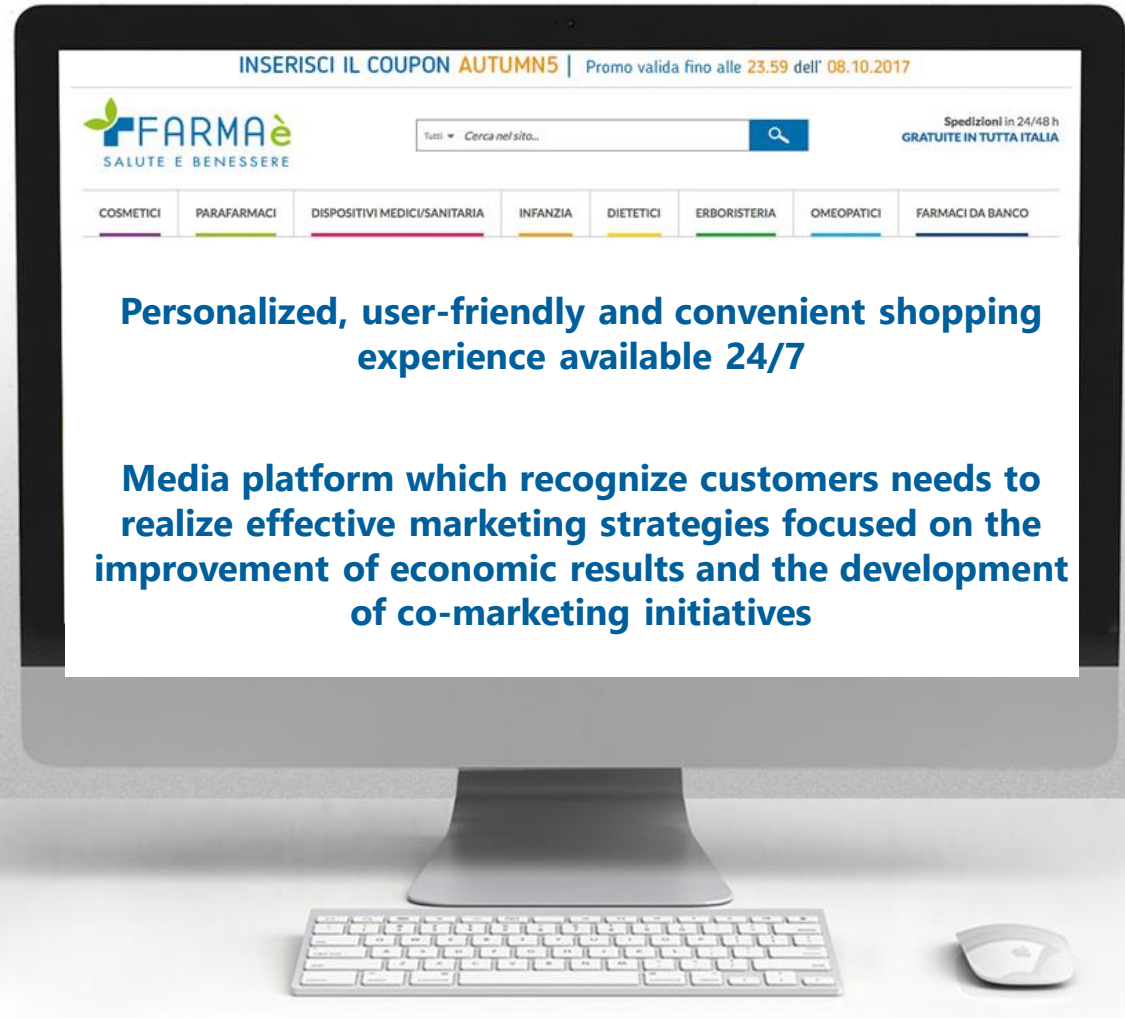


A UNIQUE HISTORY OF GROWTH



A SCALABLE AND OMNICHANNEL BUSINESS MODEL

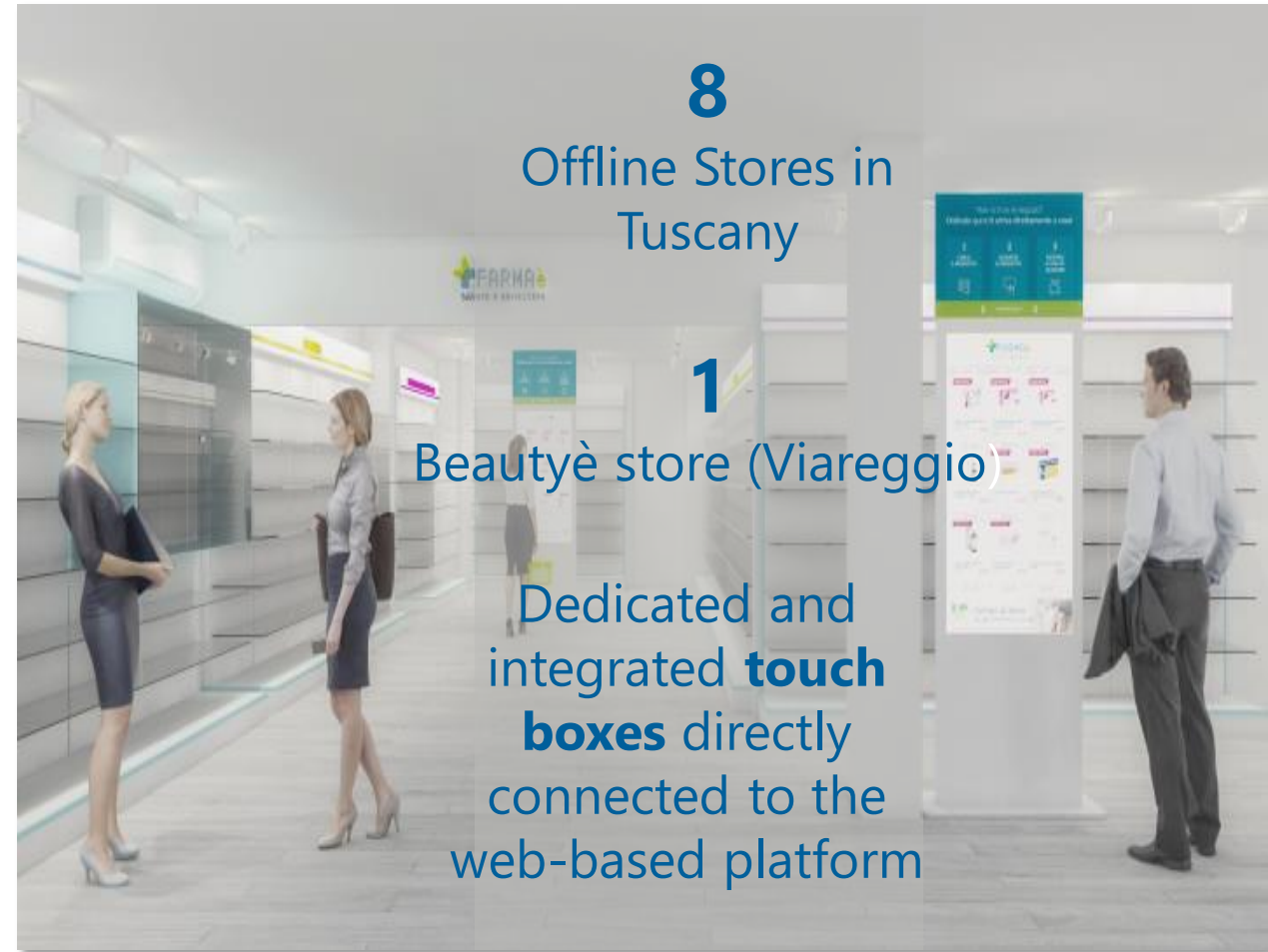
ONLINE



Personalized, user-friendly and convenient shopping experience available 24/7

Media platform which recognize customers needs to realize effective marketing strategies focused on the improvement of economic results and the development of co-marketing initiatives

OFFLINE



8

Offline Stores in Tuscany

1

Beautyè store (Viareggio)

Dedicated and integrated **touch boxes** directly connected to the web-based platform

THE REFERENCE POINT FOR CUSTOMERS AND THE INDUSTRY



Focus on Customers

Unique **customer experience** thanks to the state-of-the-art and scalable e-commerce platform which enables a **personalized, user-friendly and convenient** shopping experience available 24/7

Focus on Industry

Unique **media platform** at the service of the **main industry players** through which it can improve market knowledge, recognize customers needs and realize effective marketing strategies and communication

ACQUISITION OF THE ENTIRE SHARE CAPITAL OF THE DIGITAL AGENCY VALNAN S.R.L. ("VALNAN") FOR € 1.2 M



€1.9M

REVENUES

€0.1M

EBITDA

€0.01M

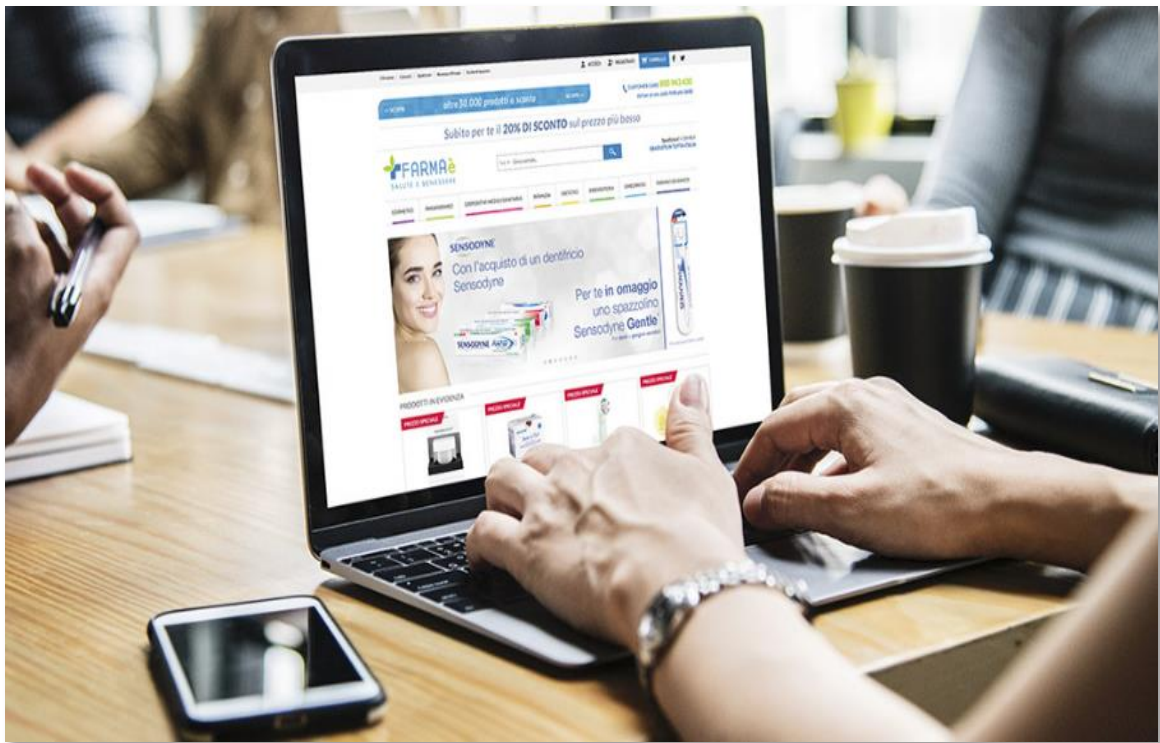
NET PROFIT

€0.3M

NFP

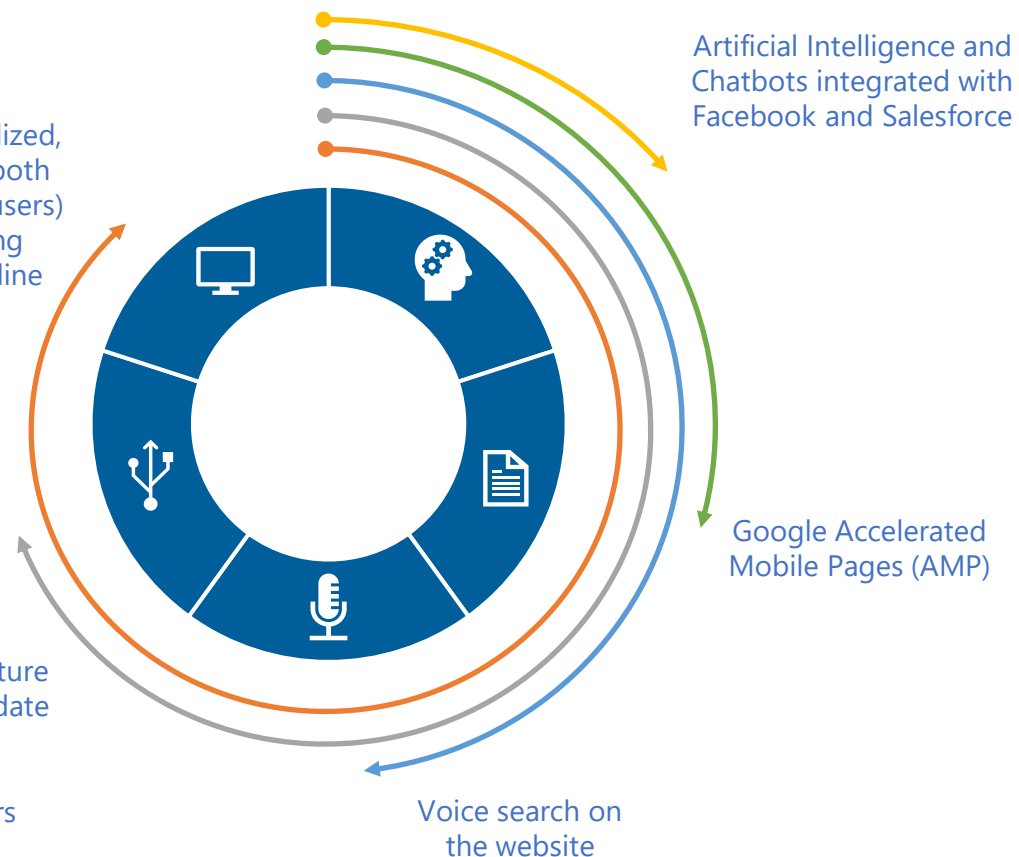
- Valnan is an **on-line marketing agency**
- Specialized in **Digital Consulting, Digital Advertising, Digital Tech and eCommerce**
- Farmaè will **improve brands and products** by the end customers and optimize the budgets allocated for online advertising activities
- **Strategic choice** for the integration of Valnan's business intelligence within Farmaè perimeter while benefiting of an in-depth overview of the e-commerce guaranteed by Valnan's independence on market

THE BEST TECHNOLOGY TO PROVIDE THE BEST CUSTOMER EXPERIENCE



State-of-the-art personalized, user-friendly platform (both for mobile and desktop users) enabling data matching between online and offline

Best-in-class and innovative IT infrastructure designed to accommodate significantly higher volumes of traffic, customers and orders



Pharma and beauty companies are interested in partnering with Farmaè to set up their digital commercial strategy and to improve the positioning of their products

AN ADVANCED LOGISTIC HUB



5,000 sqm
new warehouse to support growth



4 couriers
responsible for national and foreign deliveries



48 h
estimated maximum time for a delivery



€ 150 m
storable goods



€ 19.90
minimum cost for free delivery



Up to € 300 m
developable turnover

- A new automated logistics hub located in Migliarino Pisano (PI) , equipped with a state-of-the-art fully automated system, which allows to achieve significant efficiencies in inventory and order management and to speed up the delivery process.
- A new investment of €0,57m to improve orders' management recently approved by BoD.

GOVERNANCE


BOARD OF DIRECTORS

 **Riccardo Iacometti**
Chairman & CEO


 **Albero Maglione**
Director

 **Maurizio Paganini**
Director

 **Dario Righetti**
Independent Director

 **Giuseppe Cannarozzi**
Director

BOARD OF STATUTORY AUDITORS

 **Alberto Colella**
Chairman

 **Monica Barbara Baldini**
Regular Statutory Auditor

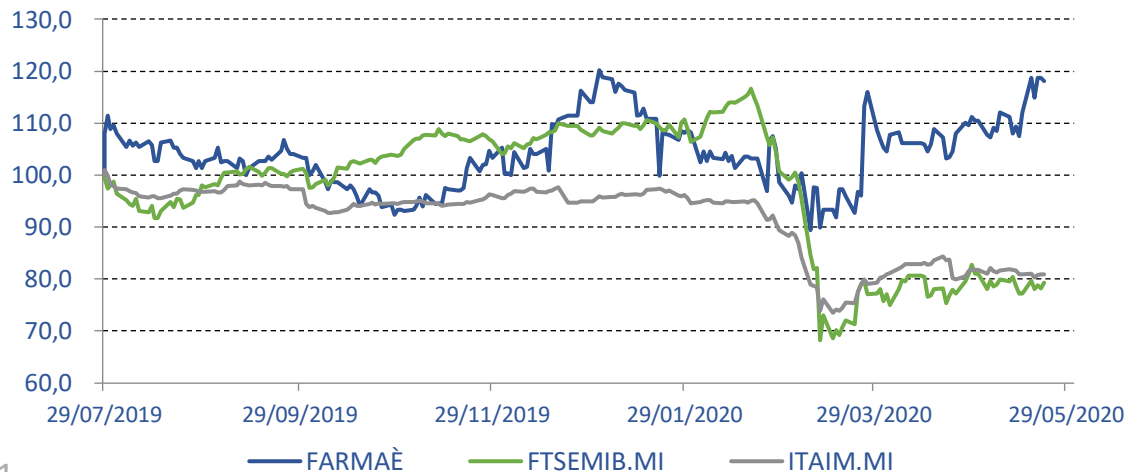
 **Giovanni Bulckaen**
Regular Statutory Auditor

 **Massimo Mano**
Alternate Statutory Auditor

 **Fabio Panicucci**
Alternate Statutory Auditor

STOCK FIGURES

Outstanding shares post-IPO	5,734,000	Market	AIM Italia
Date IPO	July 29, 2019	Free Float	23.26%
Issue Price (€)	€ 7.50	Market Cap (22/05/2020)	€ 50.8m
		Share Price (22/05/2020)	€ 8.86

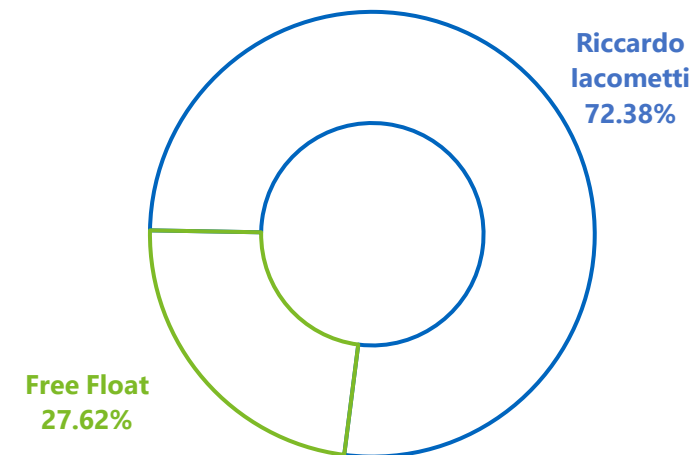


AUDIT FIRM & NOMAD

Deloitte.

ALANTRA

SHAREHOLDERS





Market Positioning

FAVORABLE E-COMMERCE MARKET IN ITALY

2019



E-commerce Market in Italy

€ 31.6 bn (+15%) E-commerce Market Value

€18.1 m (+21%) of purchases represented by Products

7.3% Penetration rate



Personal Care & Otc Market in Italy

€ 10.8 bn Personal Care & OTC Market Value

€ 240 m Personal Care & OTC Online Market

2.2% Penetration rate



Beauty & Professional Market

€ 10.9 bn Beauty & Professional Market Value

€ 470 m (+22% YoY) Online Beauty & Professional Market

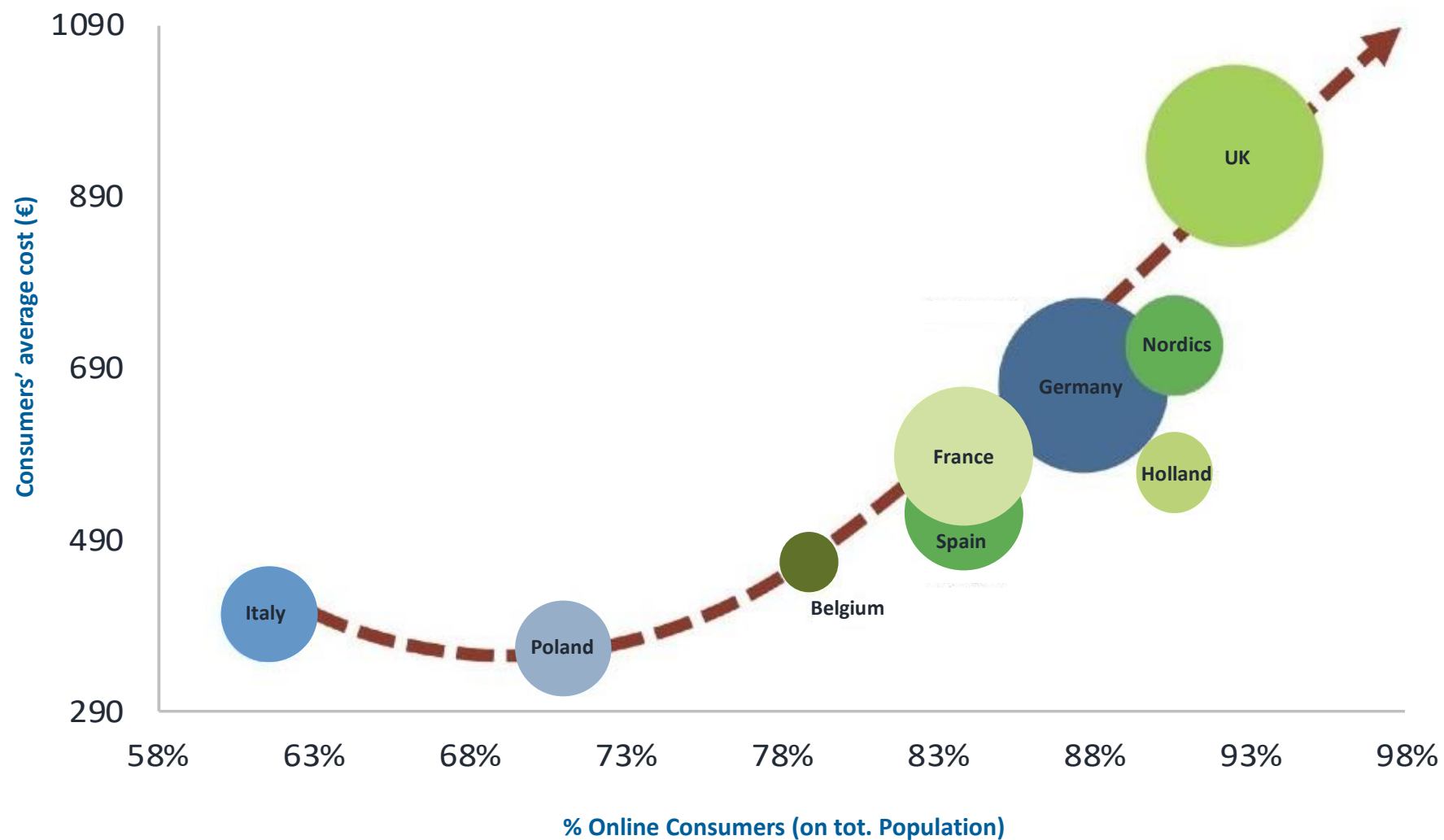
4.3% Penetration rate

Source: IQVIA (2019)

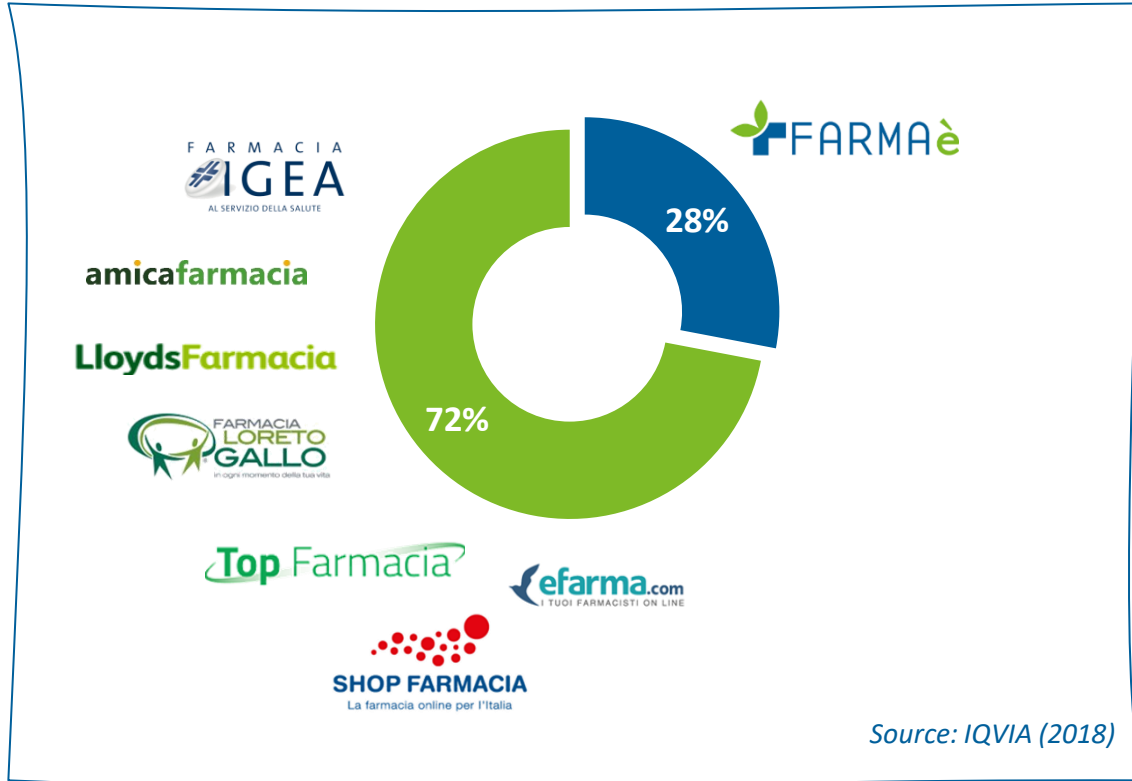
Politecnico di Milano/Osservatori.net

COMPARISON WITH THE EUROPEAN MARKET

Italy is less developed in terms of E-Retail if compared with other European countries:
large potential for growth



Competitive Scenario



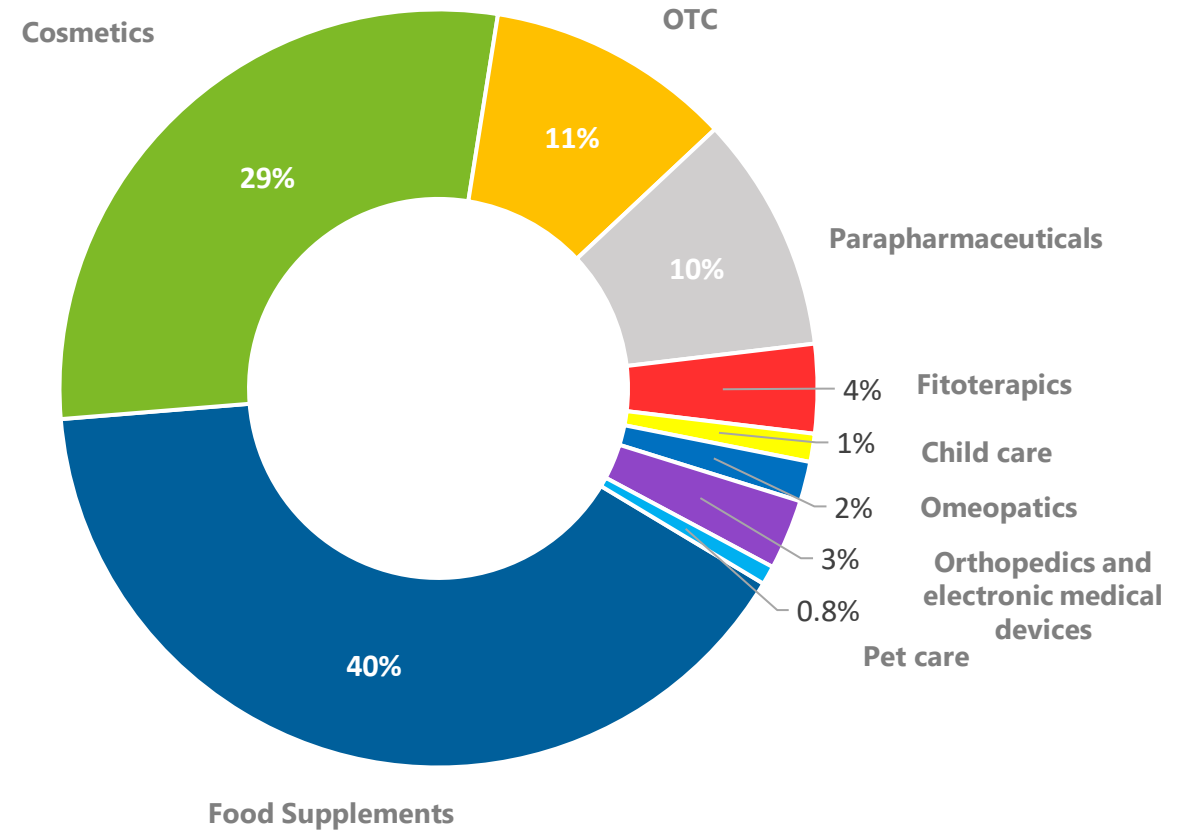
Farmaè Partners



- **Conversion Rate** from 2.1% to around 4.0% in the last three years
- An efficient **Customer Care** service with 8 pharmacists and 3 operating units

UNPARALLELED OFFERING

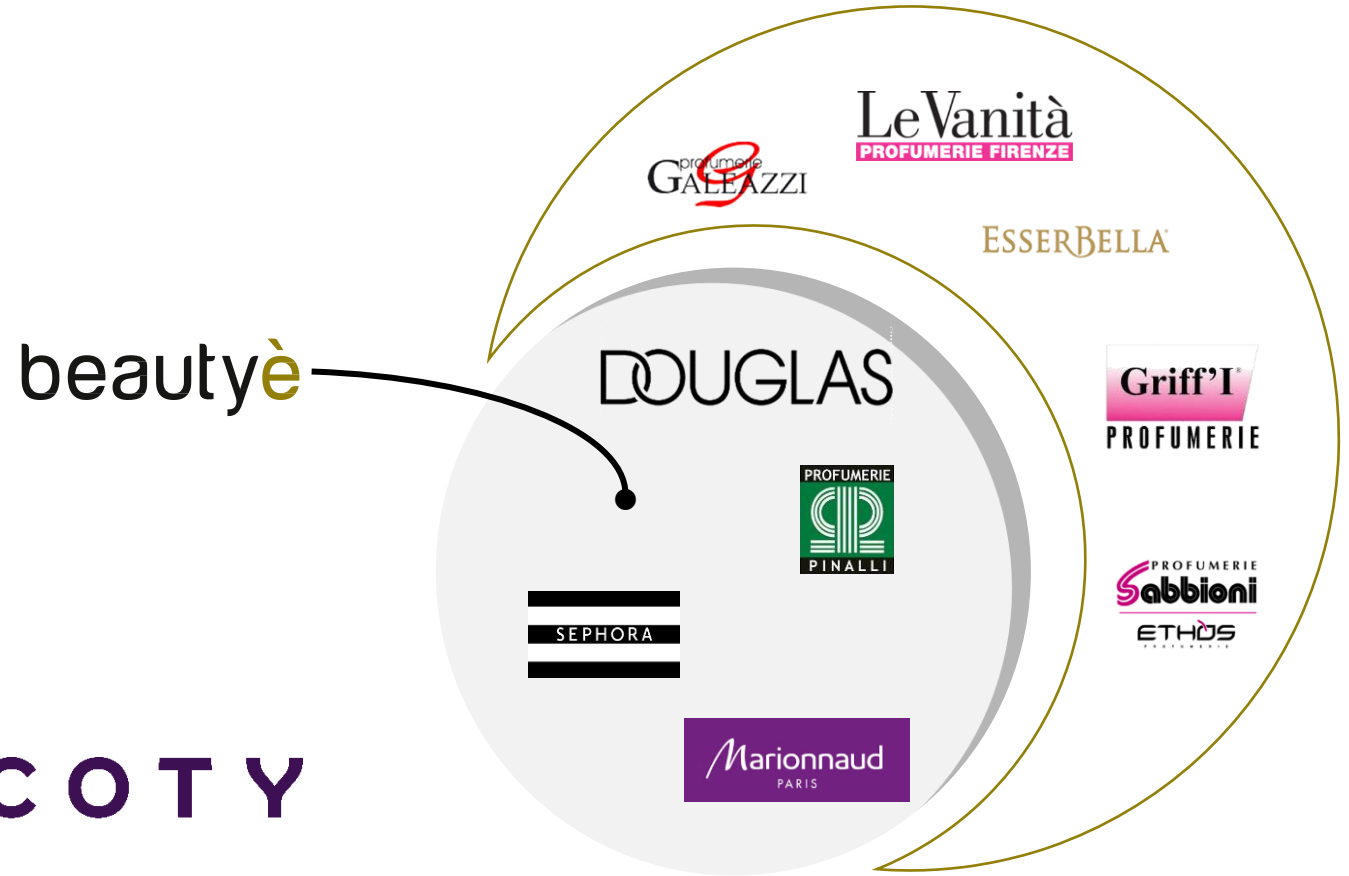
- ~ 40k SKUs*
- 31% average discount vs offline
- High value products with long shelf life
- Small weight and size
- Low return rates
- Extended customer lifetime



Great development potential thanks to:

- Leverage on www.farmaè.it's database
- Partnerships with main brands
- Tech Know-how
- Great investments of the main industries in the field
- High overlapping of consumers between luxury and hair care brands

Competitive Scenario



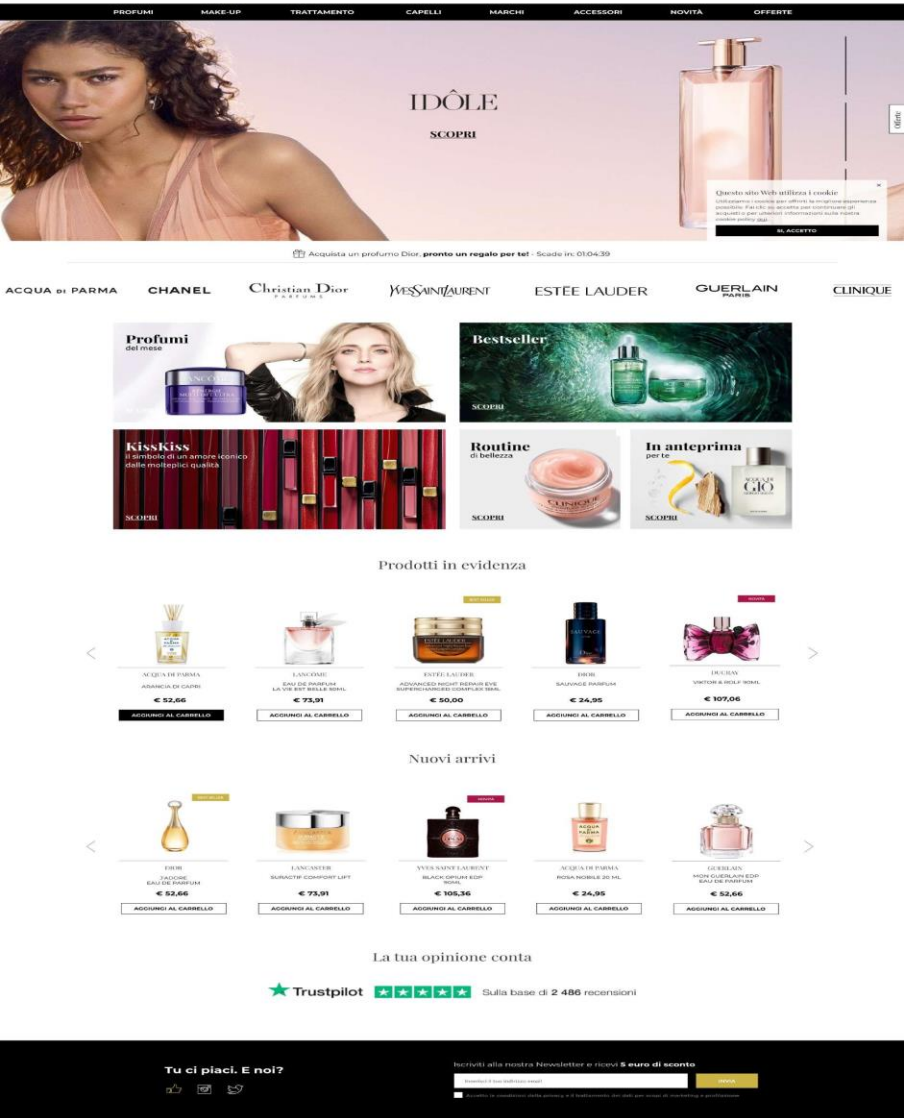
Industrial Partners

L'ORÉAL SHISEIDO COTY

EuroItalia

ghd
good hair day, every day

COLLISTAR



- A new platform dedicated to the offer of Luxury and Professional Products
- Products' contents provided directly by the brands
- Brands' Look&Feel Replication

BRANDS

GIORGIO ARMANI

LANCÔME
PARIS

VALENTINO

KÉRASTASE
PARIS

YVES SAINT LAURENT

MOSCHINO

REDKEN
5TH AVENUE NYC

DOLCE & GABBANA

narciso
rodriguez

SHISEIDO

HR
HELENA RUBINSTEIN

COLLISTAR

The new *Love Destination* on the sea-front of Viareggio

The **first interactive store** in Italy to guarantee an immersive customer experience

Enhanced audio / sensorial experiences with **home automation**

A **fully technological** Store built on 3 floors:

- **Ground floor:** dedicated to the world of luxury (make-up, skincare, fragrances)
- **1st floor:** dedicated to various beauty treatments for the hair
- **Basement:** where products can be purchased thanks to touch screens

A CLEAR STRATEGY TO CONSOLIDATE MARKET LEADERSHIP



Efficient logistics & service

Set-up of a fully owned **5,000 square meters warehouse** in Pisa which will allow: (i) 32,000 orders per day; (ii) enhancement of the accuracy and efficiency of the fulfillment processes; (iii) operating costs reduction and (iv) profitability improvement



Luanch of Beautyè

Launch of the new brand, platform and the first Beautyè store in Viareggio, six months in advance of planned date

Enlarge product offer

Introduction of **new categories** (i.e professional hair products, luxury cosmetics, pet-food and accessories, other wellness products) to address attractive and complementary markets. From current 40K SKUs to expected 90K in 2022, thereof 20k of Beautyè

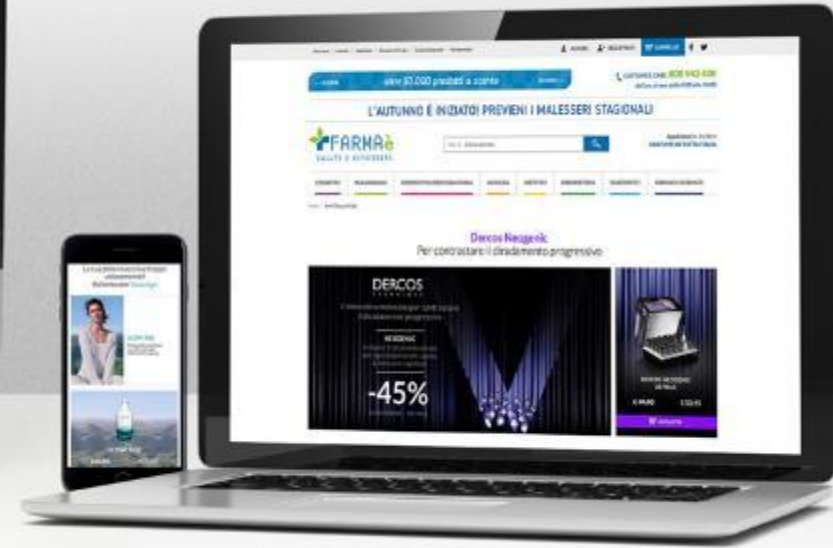
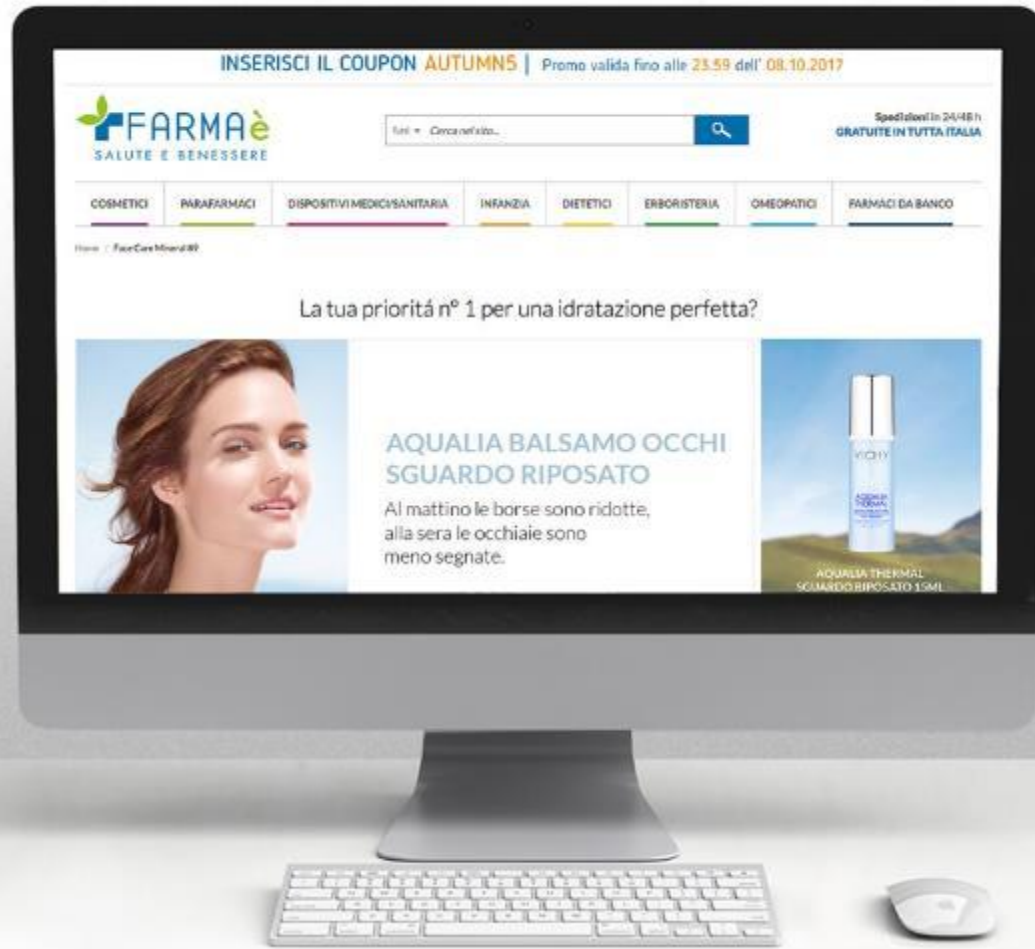
Omnichannel Strategy

Consolidation of the omnichannel strategy based on Farmaè's brand perception, **unique customer experience** and superior capability to match data between online and offline



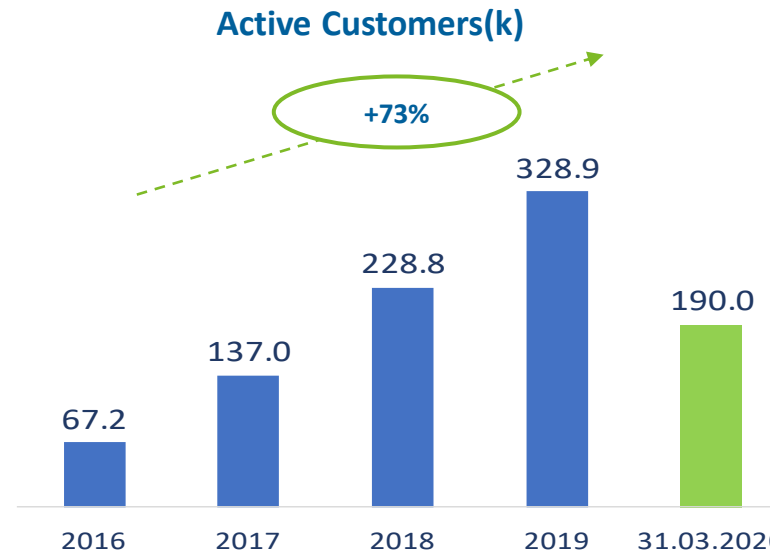
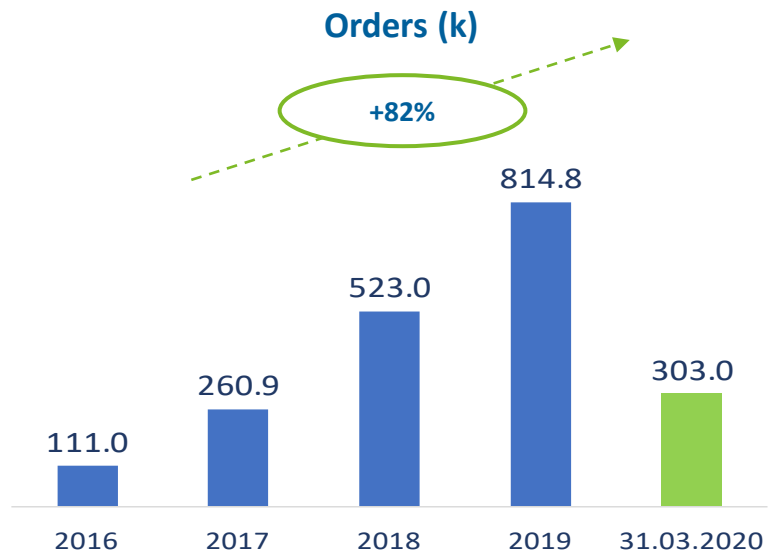
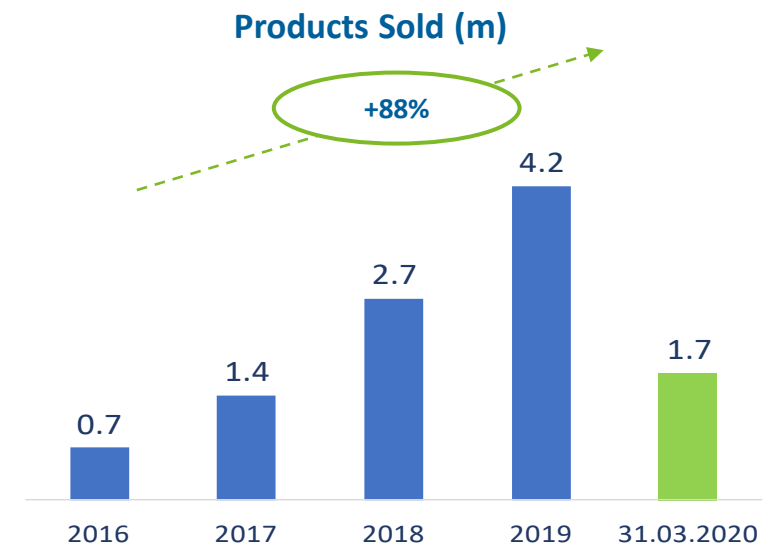
Strengthen internal capabilities

Hiring of **new professionals** in key business areas such as Customer Care, Marketing, and Finance and further expand technological edge. New incentive plan: Phantom Stock Options



Financials

AN EXPONENTIAL GROWTH



2019 RESULTS' STRONG IMPROVEMENT

Stellar Revenue Growth mainly driven by the expansion of online sales (+87.7% CAGR) and the New Openings of brick & mortar stores (+32.1% CAGR)

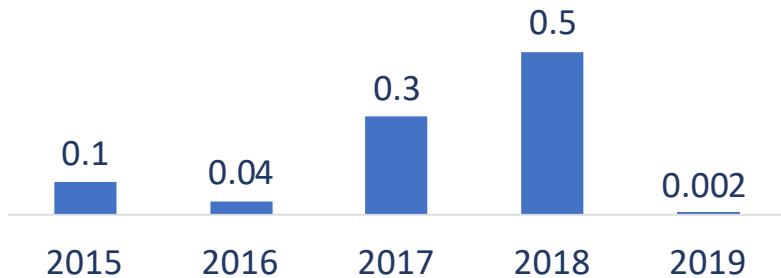
Revenues (€/m)



EBITDA (€/m)



EBIT (€/m)



Net Profit (€/m)



PROFIT & LOSS STATEMENT

€/000	2019	2018	YoY %	Difference
Sales Revenues	37,532	24,779	51%	12,753
Change in Inventories	3,868	3,074	26%	794
Value of Production	41,400	27,853	49%	13,547
Materials used	29,039	19,012	53%	10,027
Costs of services	9,439	6,820	38%	2,619
Other operating costs	106	250	(58%)	(144)
Total Operating Costs	38,584	26,082	48%	12,502
Labour costs	1,844	1,152	60%	692
EBITDA	972	619	57%	353
Depreciation and amortisation	970	145	569%	825
EBIT	2	474	(100%)	(472)
Financial revenues (expenses)	(86)	(93)	(8%)	7
Extraordinary revenues (expenses)	40	(9)	n.m.	49
EBT	(44)	372	(112%)	(416)
Income taxes	(20)	(108)	(81%)	88
Net profit	(64)	264	(124%)	(328)

● Revenues up 51% driven by online

● Personnel costs increased by 60% due to headcount growth (+21, from 37 to 58)

● Positive EBITDA at €1 m, +57%

● Growth of amortisation for €0.8 m linked to additional €4.6m investments (thereof €1.5 m for the IPO) carried on in H2 2019

● Tax credit for IPO not yet accrued in 2019 results

Business Units analysis confirms the strong growth in all business segments

€/000	12/31/2019	12/31/2018	YoY %
Online Sales	34,214	22,788	50%
Offline Sales	1,995	1,710	17%
Co-marketing	1,199	0,255	370%
Other Revenues	0,124	0,26	375%
Sales Revenues	37,532	24,779	51%

- + 50% YoY Online Sales growth, thanks to the increase of the number of references and the customer base expansion
- +17% YoY Offline growth, thanks to the new store opening in Cecina and stores' like for like performance
- Co-marketing sales amounted to €1.2m, thanks to partnerships with the beauty and pharma companies, that see Farmaè as a major media company

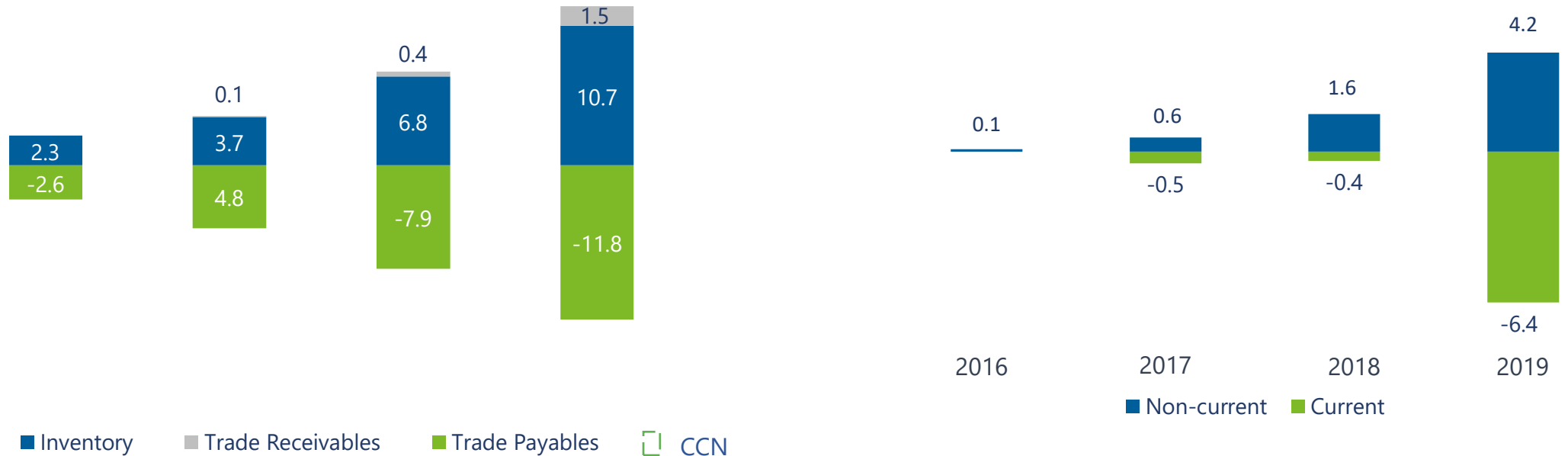
- In 2019, Farmaè's website has reached more than 22.8m of visits compared to 13.0m of 2018 (+75% YoY)
- Conversion rate higher than the national average, thanks to the innovative digital strategies
- Registered 0.8m of orders (+56% YoY) from more than 0.3m of active clients (+44% YoY)

FINANCIAL HIGHLIGHTS

Farmaè enjoys a structurally negative commercial working capital

€/K	12/31/2019	12/31/2018
Fixed Assets	7,506	3,900
Net Working Capital	2,697	-319
Net Financial Position	2,171	-1,209
Net Equity	12,187	2,246

- Net financial provision improvement from € -1.2m to €2.2m
- New investments for €4.6 m of which €1.5m IPO costs
- A new leasing contract of €3.9m to finance the new warehouse has been signed in February



Contatti



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THANK YOU

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