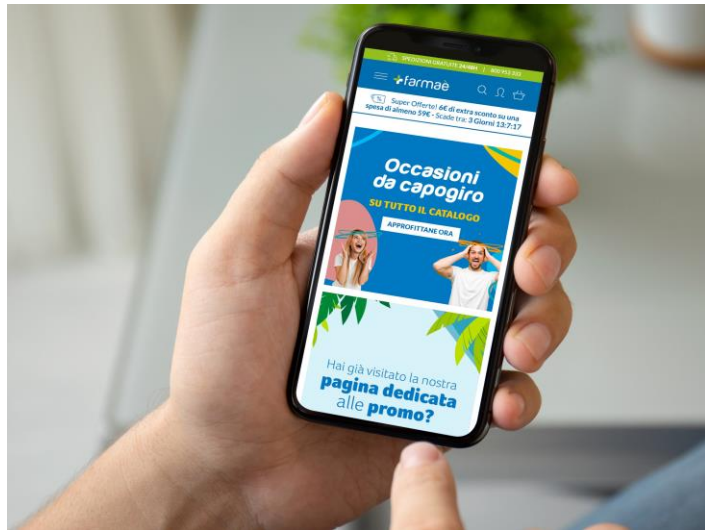


+ FARMÀÈ GROUP

+ farmaè beautyè



Alantra Virtual Roadshow

20/21 October 2020



LEADER IN THE ONLINE PHARMA & PERSONAL CARE MARKET

9M KEY FIGURES

+72%
Revenues YoY

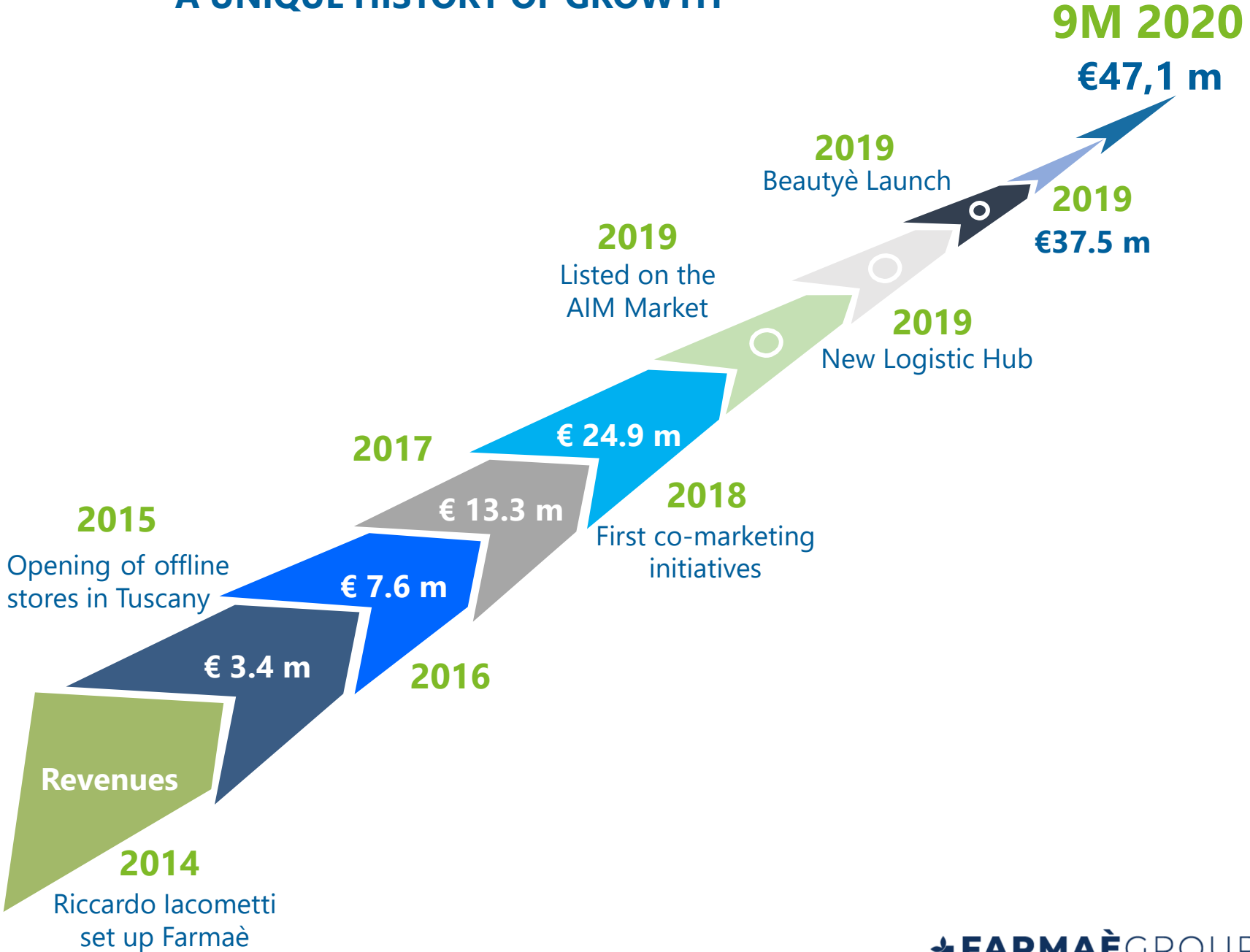
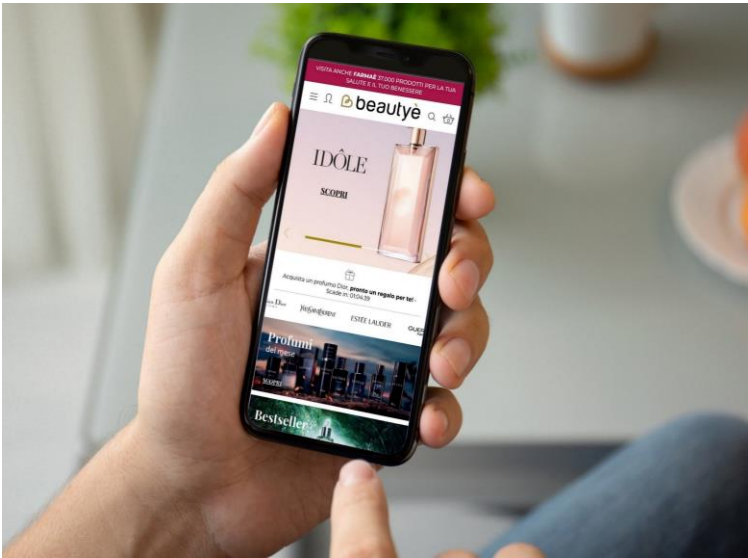
653k
Active Clients

5.4m
Products sold

30.4m
Site visits

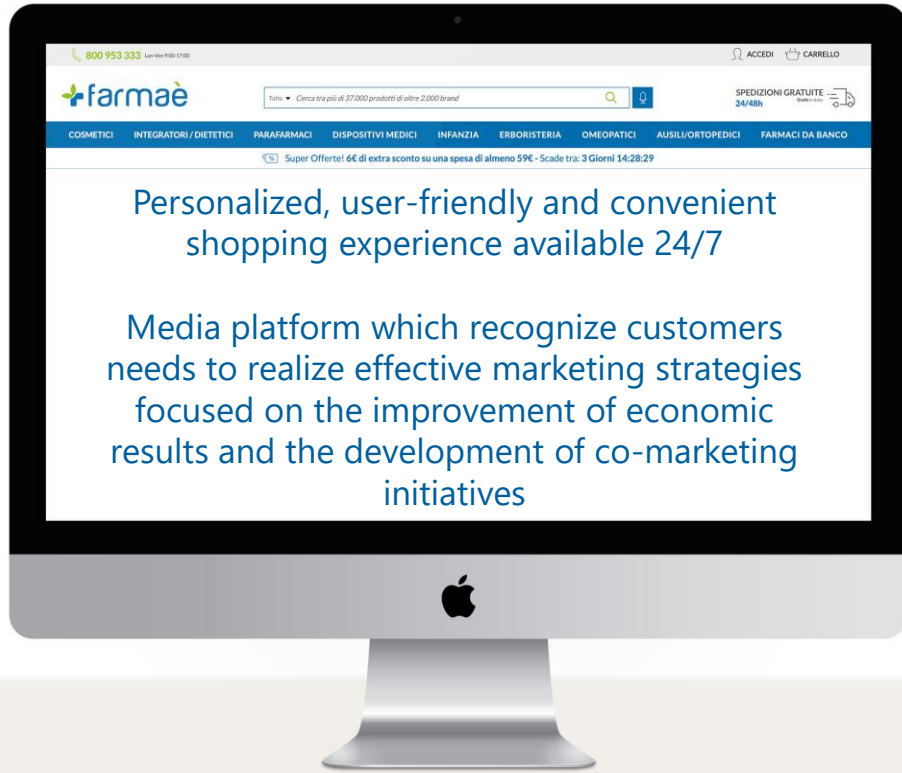
1m
Online Orders

A UNIQUE HISTORY OF GROWTH



A SCALABLE AND OMNICHANNEL BUSINESS MODEL

ONLINE



OFFLINE



9 Offline Stores in Italy



1 Beautyè store (Viareggio)



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

THE REFERENCE POINT FOR CUSTOMERS AND THE INDUSTRY



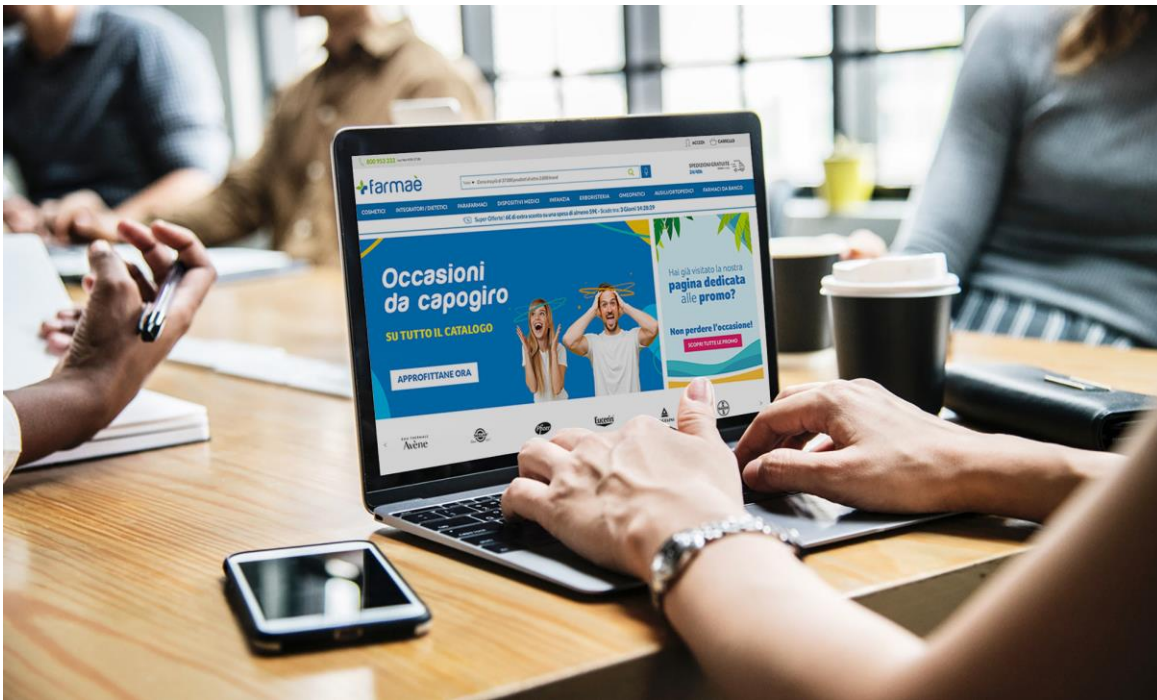
Focus on Customers

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. **An efficient Customer Care** service with 8 pharmacists and 3 operating units.

Focus on Industry

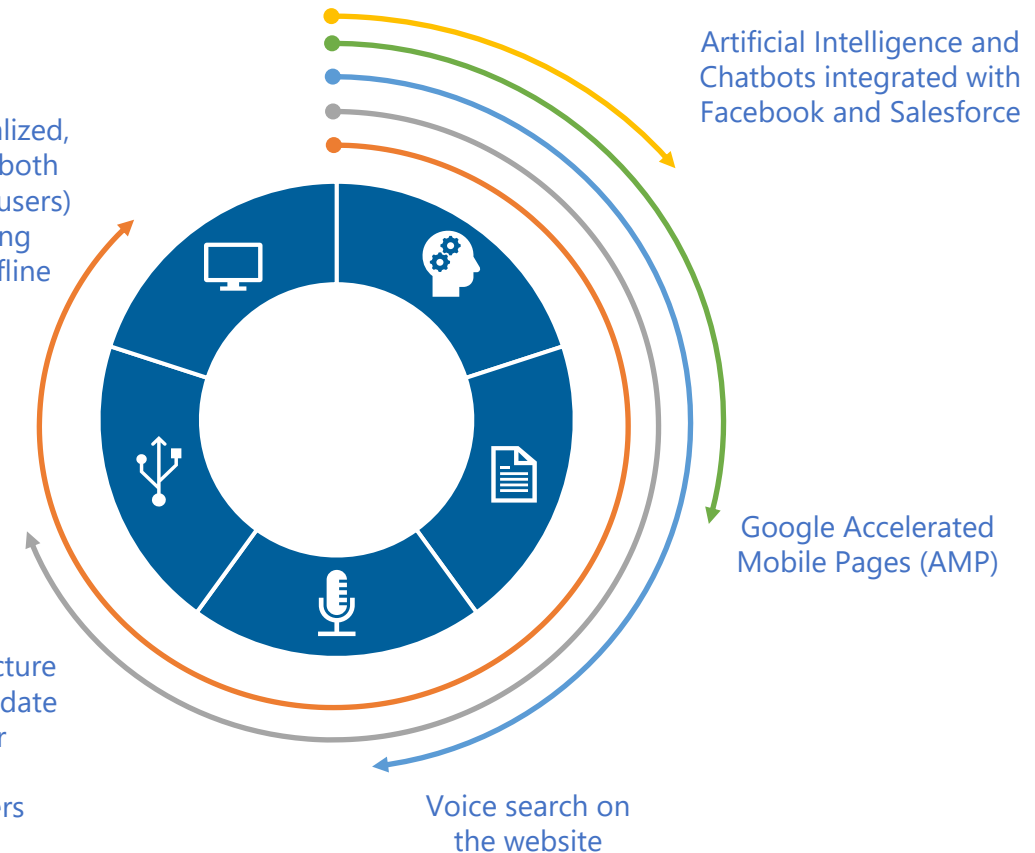
Unique **media platform** at the service of the **main industry players** through which it can improve market knowledge, recognize customers needs and realize effective marketing strategies and communication

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 TO EFFICIENTLY SERVE CUSTOMERS



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.

The investment, together with the willing to improve the stream of production, gave the possibility to **face the Covid-19 emergency and to answer rapidly and efficiently to Farmaè clients.**



5,000 sqm
new warehouse to support growth



4 couriers
responsible for national and foreign deliveries



48 h
estimated maximum time for a delivery



€ 19.90
minimum cost for free delivery




Up to € 200 m
developable turnover

GOVERNANCE

BOARD OF DIRECTORS

 **Riccardo Iacometti**
Chairman & CEO

 **Albero Maglione**
Director

 **Giuseppe Cannarozzi**
Director


 **Dario Righetti**
Independent Director

 **Giovanni Bulckaen**
Director

BOARD OF STATUTORY AUDITORS

 **Alberto Colella**
Chairman

 **Monica Barbara Baldini**
Regular Statutory Auditor

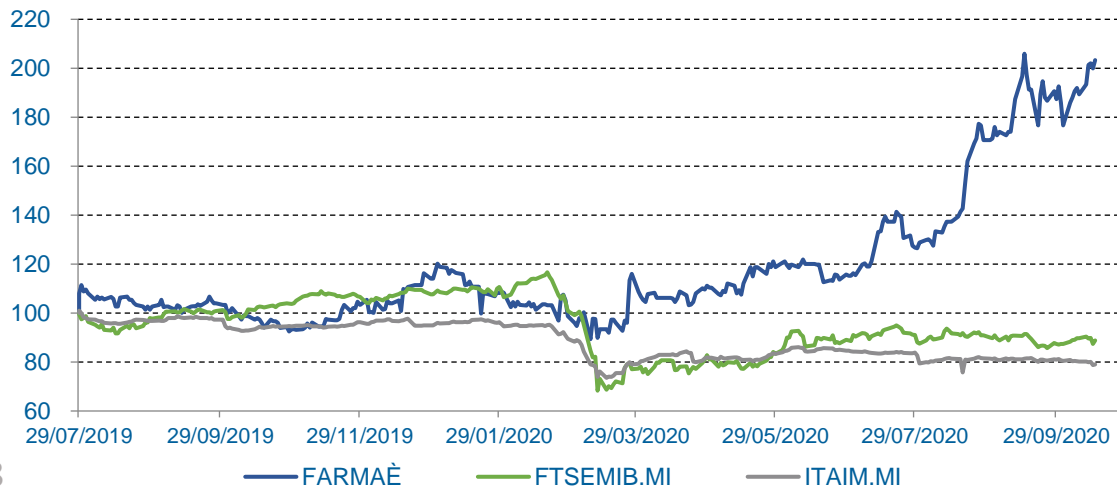
 **Marco Guidi**
Regular Statutory Auditor

 **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	29.72%
Issue Price (€)	€ 7.50	Market Cap (16/10/2020)	€ 87.4m
		Share Price (16/10/2020)	€ 15.25

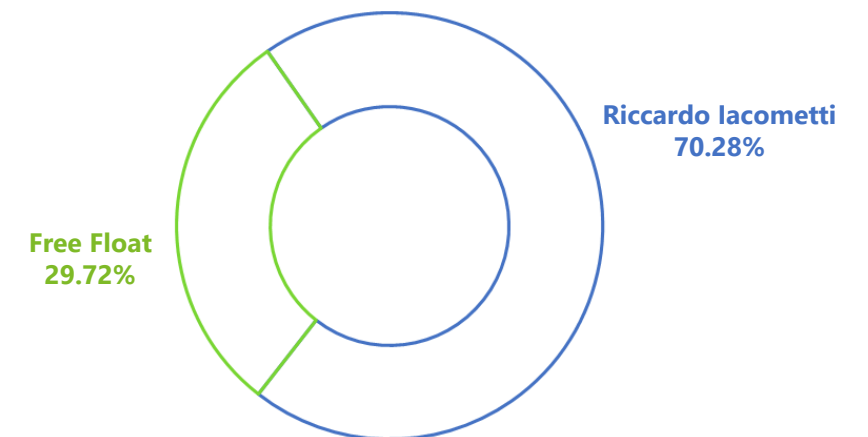


AUDIT FIRM & NOMAD

Deloitte.

ALANTRA

SHAREHOLDERS





Market Positioning

FAVORABLE E-COMMERCE MARKET IN ITALY

2019

2020
OUTLOOK



E-commerce Market

€ 31.6 bn (+15%) E-commerce Market Value
€18.1 m (+21%) of purchases represented by Products
7.3% Penetration rate

€ 22.7 bn
+26%
Products sold
through E-commerce



Personal Care & Otc Market *

€ 10.8 bn Personal Care & OTC Market Value
€ 315 m Personal Care & OTC Online Market
3.0% Penetration rate



Beauty & Professional Market **

€ 10.0 bn Beauty & Professional Market Value
€ 470 m (+22% YoY) Online Beauty & Professional Market
4.3% Penetration rate

Source: IQVIA (2019)

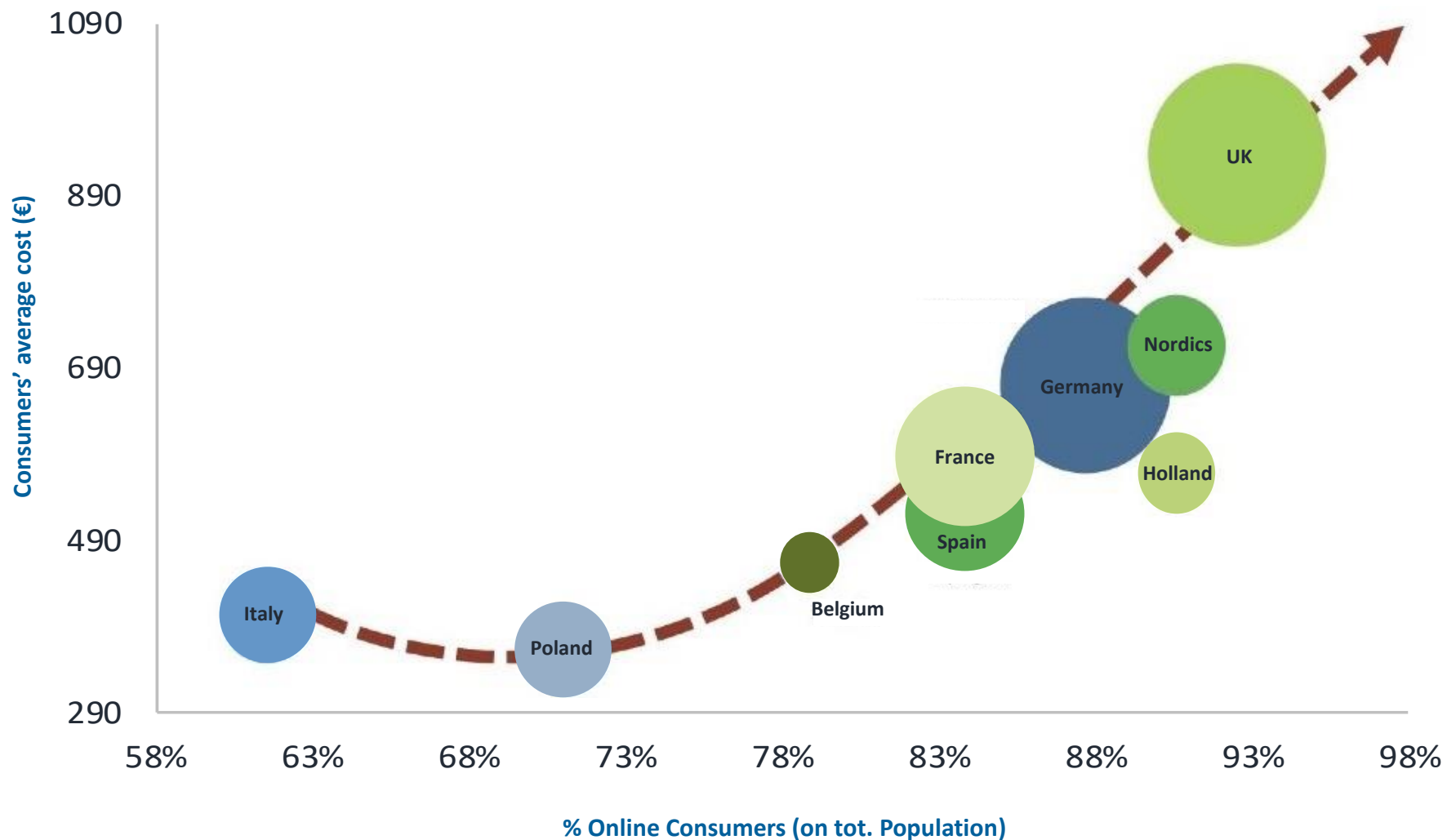
Politecnico di Milano/Osservatori.net

* Sold through pharmacies and drugstores, retail price

** Sold through Perfume Shops and Beauty Salons, retail price

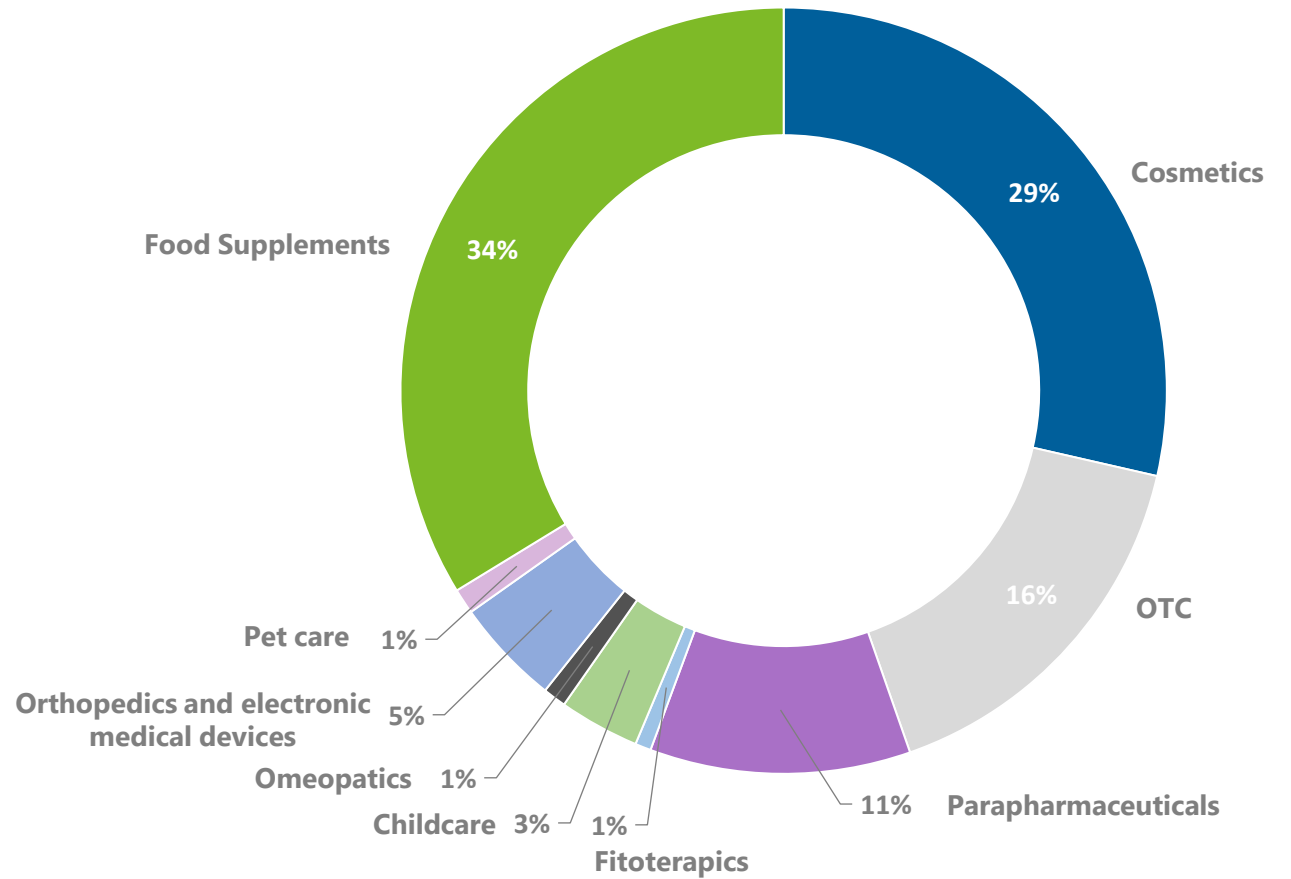
COMPARISON WITH THE EUROPEAN MARKET

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



A UNIQUE UNPARALLELED OFFERING...

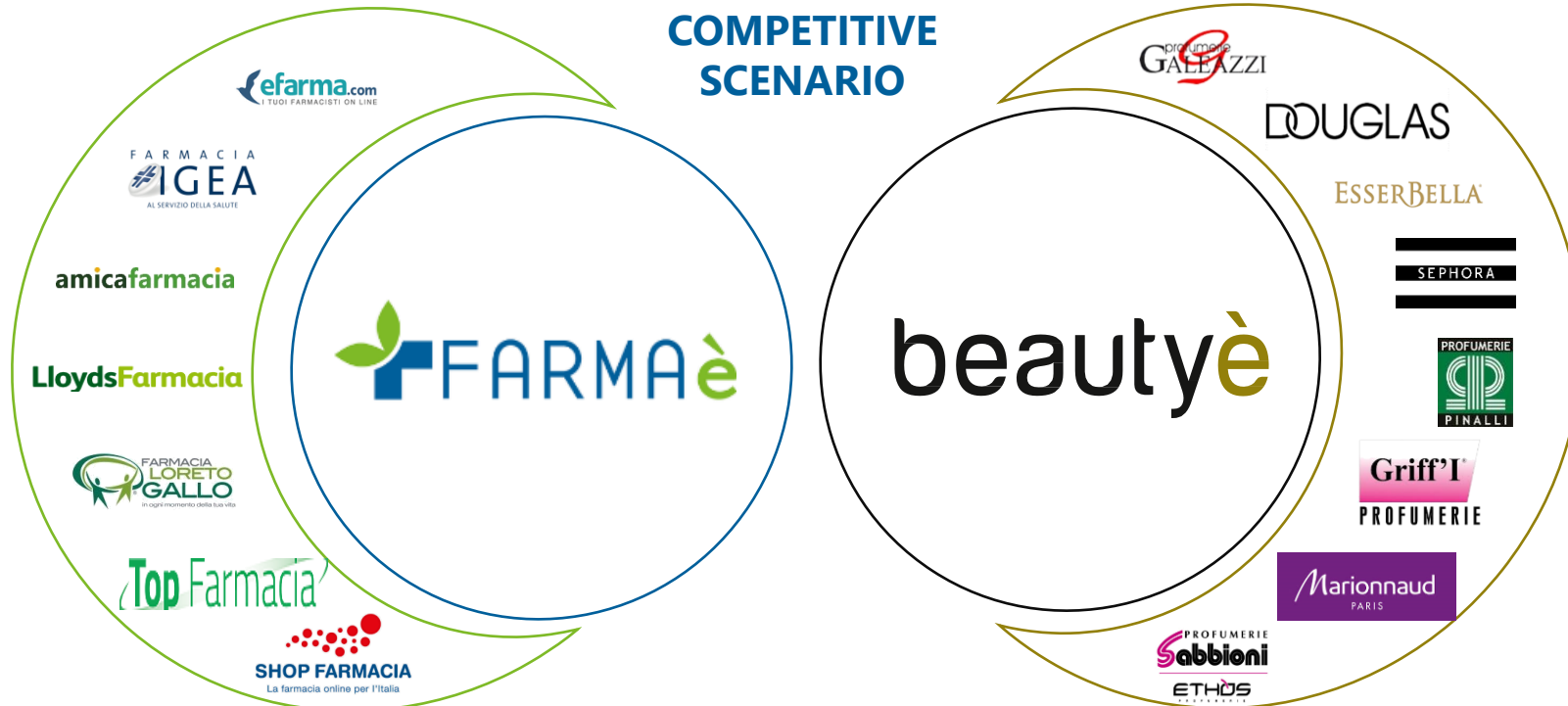
- ~ 40k SKUs*
- 33% average discount vs offline
- High value products with long shelf life
- Small weight and size
- Low return rates
- Extended customer lifetime



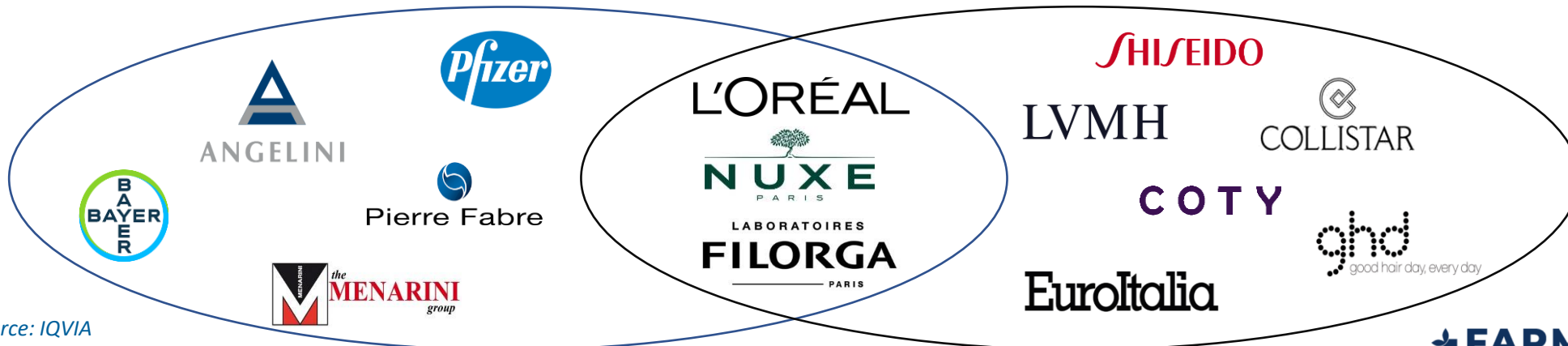
...THROUGH DEDICATED PLATFORMS TO ADDRESS DIFFERENT MARKETS

Leader in the on line Personal Care & Otc Market with a 28% market share *

COMPETITIVE SCENARIO

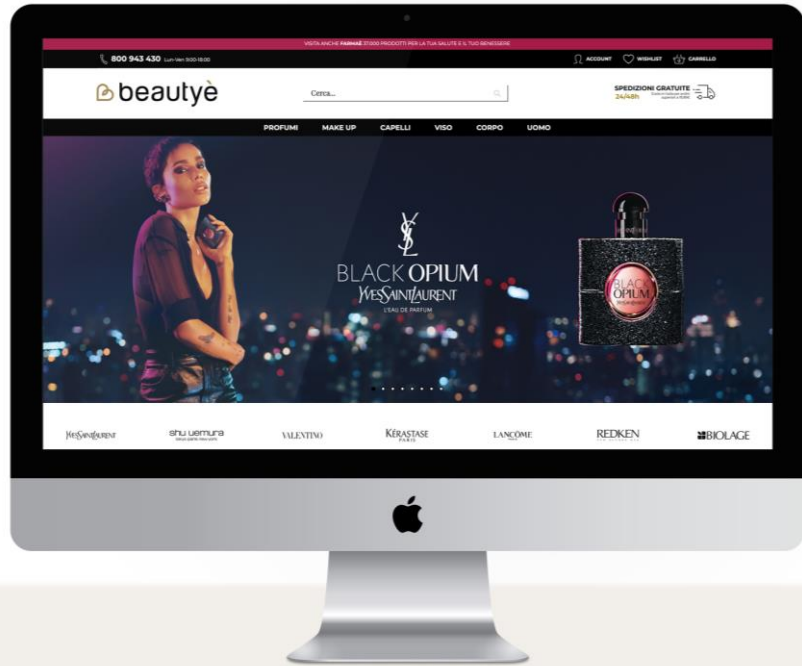


PARTNERS



A NEW CONCEPT FOR BEAUTY LUXURY & HAIR CARE PROFESSIONAL

- 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

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.

Strengthen relationships

Strengthen relationships with strategic partners while consolidating its position in relation to its partners such as media on which to activate **marketing and communication actions**

Opening new stores

Opening **new sales points** on the Italian territory, including a new format of larger size, about 300 square meters able to accommodate, the two different types of commercial souls of Farmaè Spa: Pharmacy and Beautyè. **The new concept** provides for the implementation of a series of technologies to facilitate and speed up the shopping activity of the customer

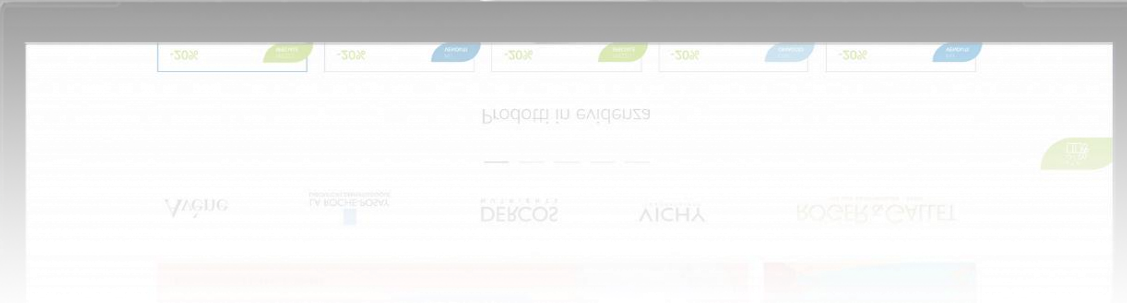
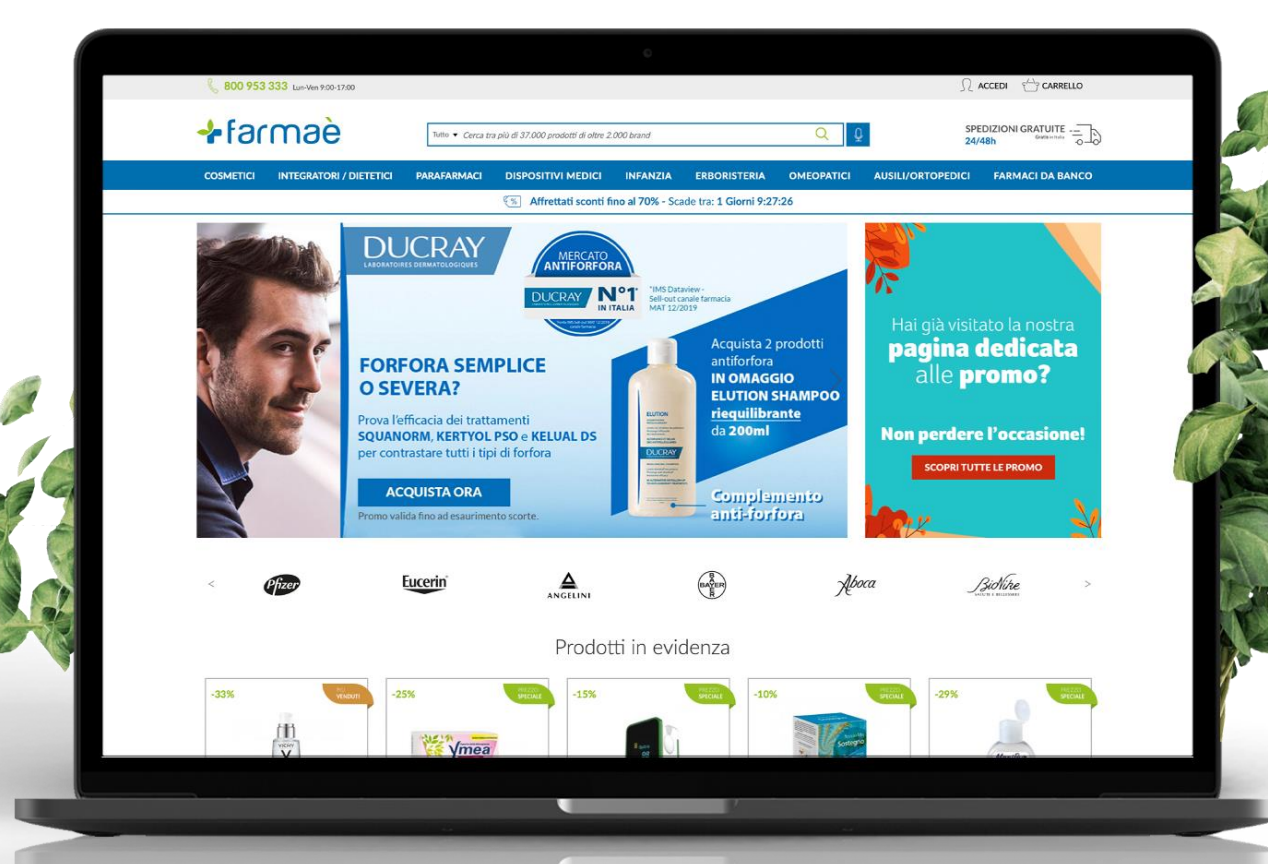
Strengthen internal capabilities

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

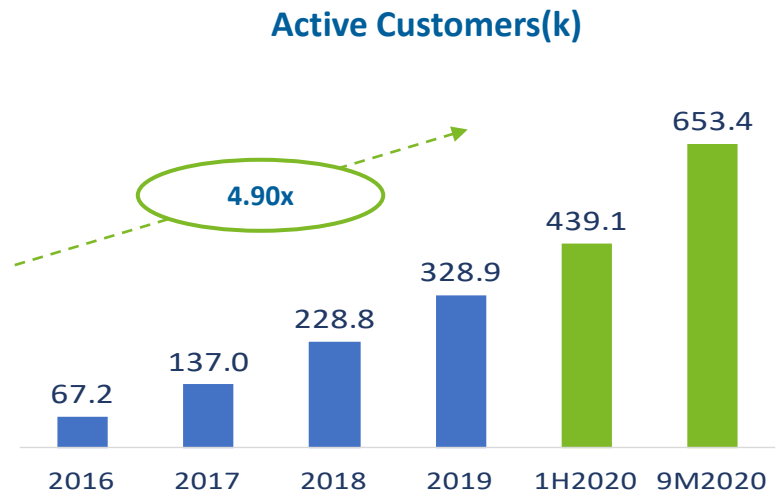
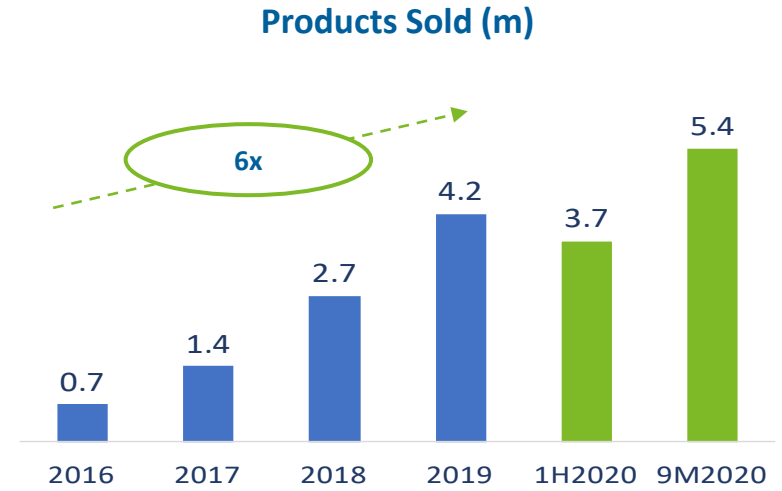
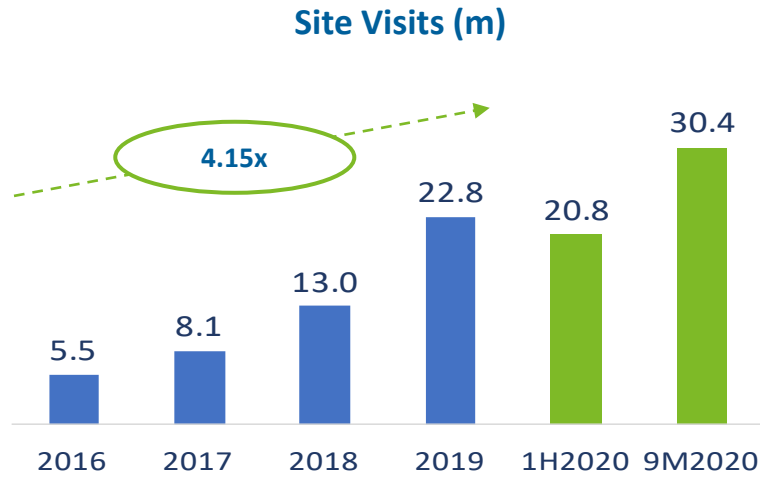
M&A

Scouting for M&A opportunities in order to **speed up growth**

Financials

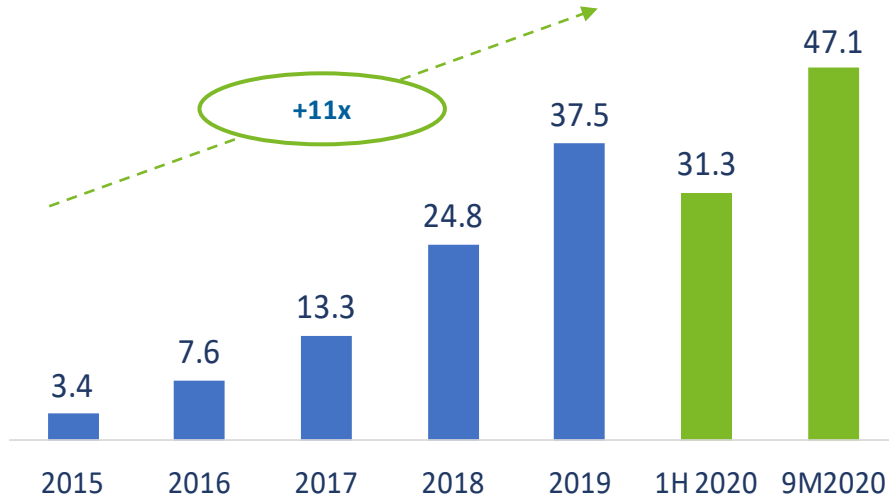


AN EXPONENTIAL GROWTH

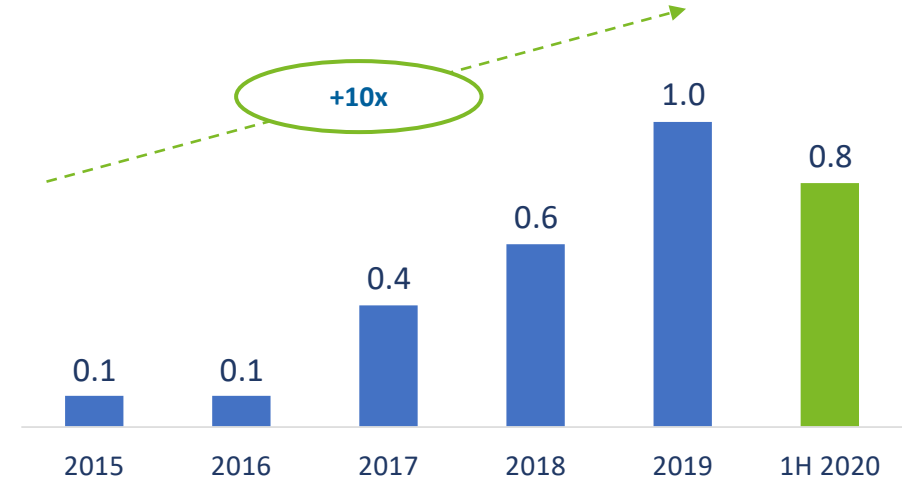


2019 RESULTS' STRONG IMPROVEMENT

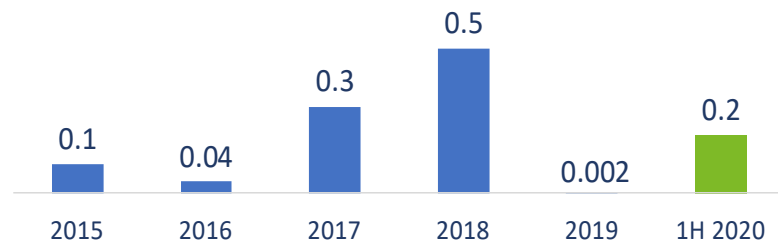
Revenues (€/m)



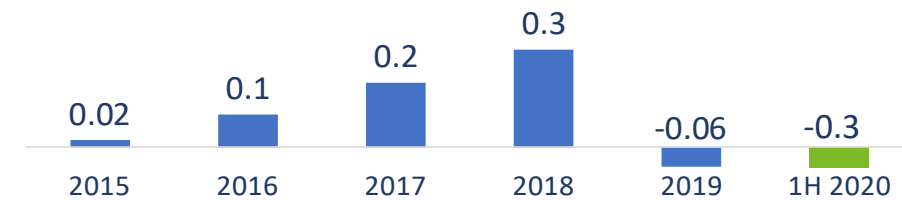
EBITDA (€/m)



EBIT (€/m)



Net Profit (€/m)



PROFIT & LOSS STATEMENT

€/000	30/06/2020	30/06/2019	YoY %	2019
Sales Revenues	31.310	17.855	76%	37.532
Change in Inventories	2.564	907	183%	3.868
Other Revenues	348	-	-	-
Value of Production	34.222	18.762	82%	41.400
Materials used	23.235	13.108	77%	29.039
Costs of services	8.825	3.884	127%	9.439
Other operating costs	94	107	(12%)	106
Total Operating Costs	32.154	17.099	88%	38.584
Labour costs	1.243	817	52%	1.844
EBITDA	825	847	(2%)	972
Depreciation and amortisation	588	293	101%	970
EBIT	238	554	(57%)	2
Financial revenues (expenses)	(624)	(364)	n.m.	(86)
Extraordinary revenues (expenses)	0	0,3	n.m.	40
EBT	(386)	190	n.m.	(44)
Income taxes	93	(99)	n.m.	(20)
Net profit	(294)	92	n.m.	(64)

- **Cost of services negatively impacted by Covid costs for Euro 232,000** due to the purchase of safety devices and to ensure interpersonal safety distance. Additional not quantified costs are related to **higher logistic costs** for the organisation of three daily shifts in March and April and **higher transportation costs** for non-executed deliveries due to closures of red zones in about 2,500 municipalities
- In H12020 and H12019 P/L, PayPal and Braintree "Incasso sicuro" (Safe Collection) financial platforms costs have been accounted into Financial Expenses
- **H12020 EBITDA Adj at €1.1m**, to take into account the different technical form of obtaining financial resources, leasing vs mortgage contract,

BUSINESS UNITS ANALYSIS

Business Units analysis confirms the strong growth in all business segments

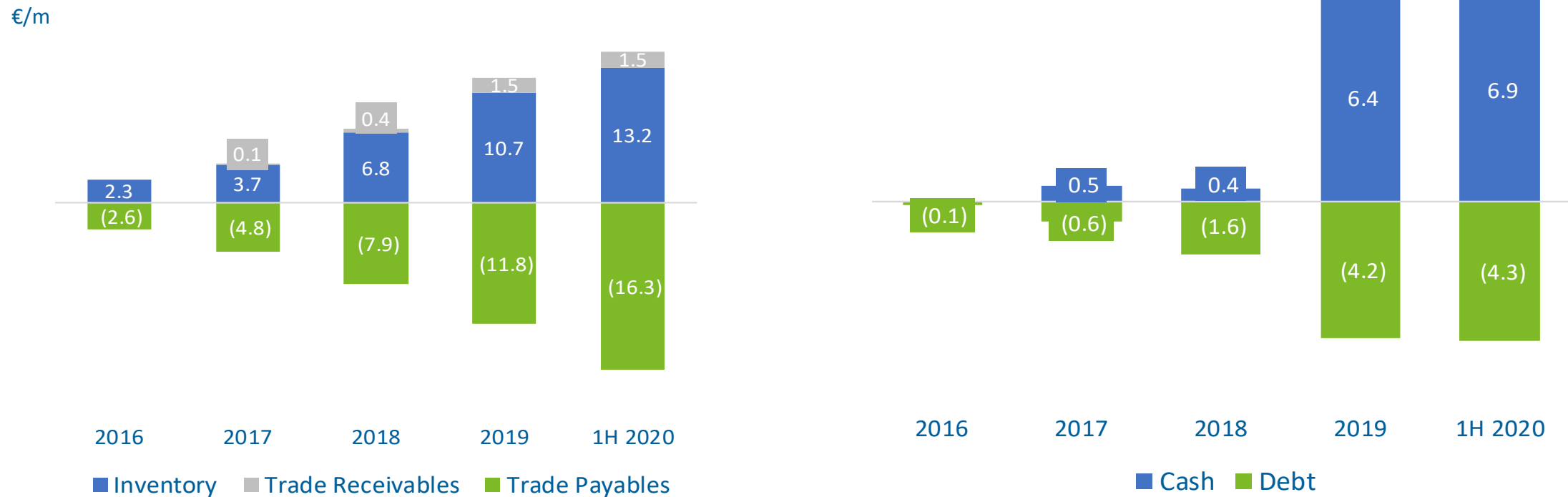
€/m	30/06/2020	30/06/2019	YoY %
Online Sales	29.2	16.3	79%
Offline Sales	1.1	0.9	11%
Co-marketing	1.0	0.6	74%
Other Revenues	-	0.01	-
Sales Revenues	31.3	17.9	76%

- + 79% YoY Online Sales growth, thanks to the increase of the number of references and the customer base expansion
- +11% YoY Offline growth. The new store opened in Cecina in June will display its sales in H2
- Co-marketing sales amounted to €1m, thanks to partnerships with the beauty and pharma companies, that see Farmaè as a major media company

- In 1H 2020, Farmaè's website has reached more than 20.8m of visits compared to 10.2m of 2019 (+104% YoY)
- Conversion rate higher than the national average, thanks to the innovative digital strategies
- Registered 0.7m of orders (+81% YoY) from more than 0.4m of active clients (+73% YoY)

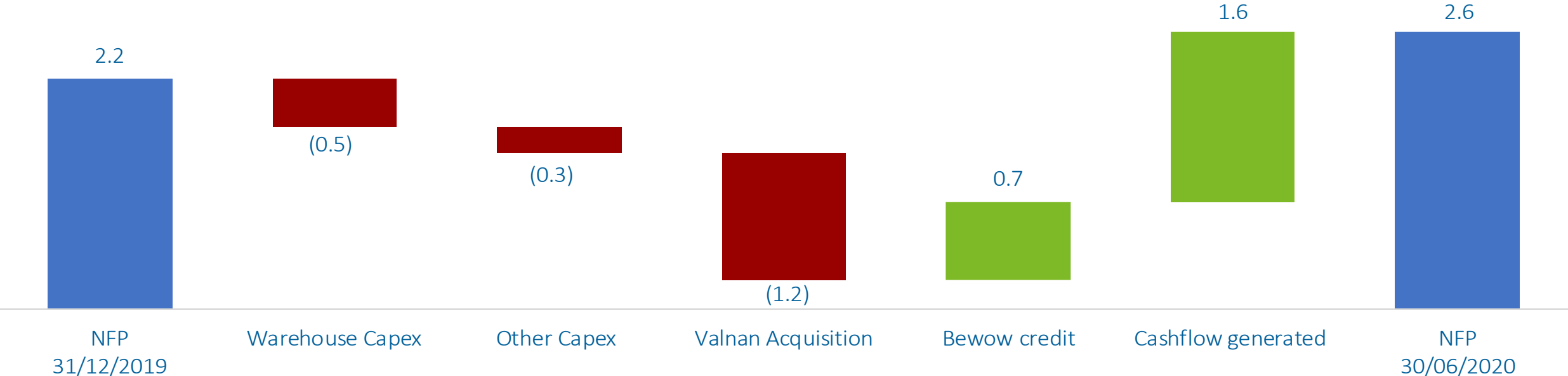
FINANCIAL HIGHLIGHTS

€/000	30/06/2020	31/12/2019
Fixed Assets	8,049	7,506
Net Working Capital	1,475	2,697
Net Financial Position	2,607	2,171
Net Equity	11,893	12,187



NFP BRIDGE

€/m



- The Net Financial Position (NFP) is positive, equal to Euro + 2.6 million, compared to the NFP recorded at 31/12/2019 of Euro + 2.2 million
- Capex equal to 2.5% of revenues and were mainly linked to the automatization of the logistic hub
- Acquisition of Valnan, a digital media company specialized in Digital Consulting, Digital Advertising, Digital Tech and eCommerce

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