

Press Release

**FARMAÈ: GROWTH CONTINUES,
TWELVE MONTHS REVENUES OF 65.4 MILLION EUROS, +75% YOY**

***In Q4 2020 revenues up 83% to €18.3m and +46% more visitors than
in Q4 2019***

- **Identified the beneficiaries and objectives of the "2021-2025 phantom stock option plan" for the year 2021**
- **Approved the Corporate Social Responsibility plan**

Viareggio, 29 January 2021 - The Board of Directors of Farmaè S.p.A. - a company listed on the AIM Italia market of Borsa Italiana, *leader* in Italy in the *e-retailing* of health and wellness products - met today and approved the figures for revenues generated in the 4th quarter of 2020 and in the entire year 2020, not subject to legal audit, and the main KPIs.

In the fourth quarter of 2020, Farmaè reported revenues of **€18.3 million**, an 83% improvement over the same period in 2019. Positive results that confirm the high growth trend. In the twelve months, revenues reached **65.4 million euros, up 75%** compared to the same period last year.

Customers on the www.farmae.it and www.beautye.it portals grew by 76% in Q4, to around **252,000** compared to 144,000 in Q4 2019, with orders on the platforms increasing by 90% to **412,000**, compared to 217,000 in the same period of 2019 (**1 million 449,000** in the twelve months of 2020, +78%).

In Q4 2020, the number of visitors to the sites was **10 million 56 thousand** compared to 6 million 888 thousand (+46%) in Q4 2019, bringing total visitors in 2020 to **40 million 495 thousand** compared to 22 million 868 thousand in 2019, performing a growth of 77%.

2 million 69 thousand products were sold compared to 1 million 119 thousand in Q4 2019 (+85%), reaching **7 million 497 thousand** items sold in 2020 compared to 4 million 246 thousand in the same time frame in 2019 (+77%).

*"The 2020 revenues that we are presenting to the market today - **says Riccardo Iacometti, Founder and CEO of Farmaè S.p.A.** - show that our business model is proving to be a winner on a path of constant growth. We are convinced that 2020 has accelerated the growth of online consumption, and that from now on, online shopping will increasingly accompany Italians. In order to respond more efficiently to the needs of our customers, we have carried out a plan to strengthen our logistic structure and invest in technological innovation, further consolidating our partnerships with the industries in the sector, which increasingly see us as a true Media Platform, a point of reference in Italy in the Health, Wellness and Beauty market.*

We believe we are only at the beginning of our growth path, and we are ready to take on the next market challenges thanks to the quality of our team and our skilled and passionate management, and thanks to a business model that is unique in our market".



The Board of Directors has also identified the Beneficiaries of the "2021-2025 Phantom Stock Option Plan" for the first allocation period of the 2021 financial year and the Targets in terms of revenues and EBITDA to be assigned to the aforementioned Beneficiaries for the purpose of exercising the Options assigned to them (the Regulations of the 2021-2025 Phantom Stock Option Plan are available on the website [www.farmaegroup.it/Governance/Documents Corporate and Procedures](http://www.farmaegroup.it/Governance/Documents/Corporate%20and%20Procedures)).

Finally, the Board of Directors approved the Corporate Social Responsibility programme - launched in the final months of 2020 following various social responsibility initiatives carried out during the pandemic, such as the donation of medical products and equipment in support of healthcare workers, institutions and customers - which saw the definition of the Sustainability Assessment and the creation of the internal Corporate Social Responsibility function. The plan is to produce the first CSR Report by the end of the 2021 financial year.

This press release is available in the Investor Relations section of the Company's website www.farmaegroup.it.

Born in Viareggio in 2014 Farmaè is the first Onlife eRetailer of Health and Wellness in Italy. Onlife retail is a new economic paradigm characterised by the integration of online, offline, logistics and data in a single value chain. Today the company operates mainly in eCommerce with more than 37,000 references in 10 different product categories marketed but is also present in Italy with 9 Farmaè and 1 Beautyè Store.

In sharing the new "OnLife" philosophy, Farmaè intends to put the customer at the centre of its circular activities, responding immediately, quickly and pragmatically to all their needs and ensuring a unique customer experience regardless of the purchasing channel used.

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