

Press Release

**GROWTH CONTINUES:  
IN THE FIRST THREE MONTHS REVENUES OF 18.8 MILLION EUROS  
(+39% YOY) AND OVER 10 MILLION VISITORS (+17% YOY)**

**FARMAÈ CONVERSION RATE CONTINUES TO GROW IN  
THE FIRST QUARTER OF 2021 (+17% YOY)**

Viareggio, April 16, 2021 - The Board of Directors of **Farmaè S.p.A.** - a company listed on the AIM Italia market of Borsa Italiana, a leader in Italy in the e-retailing of health and wellness products - ("**Farmaè**") met today and approved the unaudited data on revenues generated in the first quarter of 2021 and the main KPIs.

In the first quarter of 2021, Farmaè reported revenues of **18.8 million** euros, an improvement of 39% compared to the same period of 2020. Positive data that confirm the high growth trend of the results of an - already strong - first quarter of 2020, characterized by the first lockdown in Italy.

Customers on the [www.farmae.it](http://www.farmae.it) and [www.beautye.it](http://www.beautye.it) portals grew by 37% in the first quarter to approximately **258,000** compared to 189,000 in the first quarter of 2020, with orders on the platforms increasing by 38% to **414,000** compared to 301,000 in the same period of 2020.

In the first quarter of 2021, the number of visitors to the sites was **10 million 362 thousand** compared to 8 million 841 thousand, an increase in visitors of 1 million 521 thousand (+17%) compared to the first quarter of 2020.

There were **2 million 24 thousand** products sold compared to 1 million 656 thousand in the first quarter of 2020 (+22%).

To be highlighted the strong growth in the conversion rate from 3.4% in the first quarter of 2020 to **4.0%** in the same period of 2021, an increase of 17%.

*"In the first quarter of the year - states Riccardo Iacometti, Founder and CEO of Farmaè S.p.A. - we achieved important economic results, carrying on a process of constant growth over the years. The e-commerce is proving to be a fundamental component in the consumption habits of Italians and the increase in the number of visitors to our portals is a tangible proof of this. We have planned a plan of investments in new technologies, further strengthening our logistic structure, in order to guarantee fast and efficient answers to all our customers' needs. At the same time, we are implementing partnerships with the industries of the sector, to continue to be perceived as a Media Platform and a reference point in Italy in the Health, Wellness and Beauty market. We aim to grow and consolidate our leadership, in a market with great potential, strengthened by a unique and winning business model".*

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The Board of Directors also approved the transfer of Farmaè's registered office from Via Aurelia Nord no. 141 to Via Marco Polo no. 190, also in Viareggio (LU), for management and organizational reasons, due also to Farmaè's strong growth in recent years.

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

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Born in Viareggio in 2014 Farmaè is the first OnLife eRetailer of Health and Wellness in Italy. "OnLife" retail is a new economic paradigm, characterized by the integration of online, offline, logistics and data in a single value chain. Today the company operates mainly in eCommerce with more than 45,000 references in 14 different product categories marketed, but is also present in the country with 9 Farmaè and 1 Beautyè Store. In sharing the new philosophy "OnLife", Farmaè intends to put the customer at the center of its circular activities, responding immediately, quickly and pragmatically to every need and ensuring a unique customer experience, regardless of the purchase channel used.

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