

## Press Release

### **FARMAÈ: STRATEGIC PARTNERSHIP SIGNED WITH VEDRAI SPA FOR THE DEVELOPMENT OF NEW TECHNOLOGIES ON ARTIFICIAL INTELLIGENCE**

**Always at the forefront, Farmaè accelerates its growth potential with Michele  
Grazioli, one of the leading experts in the sector**

Viareggio, May 17, 2021 - **Farmaè S.p.A.** - a company listed on the AIM Italia market of the Italian Stock Exchange, leader in Italy in the e-retailing of health and wellness products - (the "**Company**" or "**Farmaè**") announced that it has signed an agreement with **Vedrai S.p.A.**, a company specialized in the design and implementation of solutions based on Artificial Intelligence, for the use of their proprietary platform to support Farmaè's e-commerce solutions.

Vedrai S.p.A. was born from the idea of the current President and CEO Michele Grazioli, a young entrepreneur active in the field of Artificial Intelligence applications and considered among the top experts in the field. Vedrai S.p.a. is an innovative startup that deals with the development of platforms for the improvement of decision-making, awarded, in January 2021, as one of the Top 10 AI companies in Europe by CIO Applications.

Farmaè is the first OnLife eRetailer of Health and Wellness in Italy, designed according to a new economic paradigm, characterized by the integration of online, offline, logistics and data in a single value chain: thanks to this agreement, Farmaè will be able to take advantage of Vedrai S.p.A.'s proprietary solution, a platform that processes historical data from e-commerce and warehouse to transform them into summary indicators, acting as a performance-booster to fully exploit today's market potential and lay the foundations for future success.

Vedrai S.p.a.'s platform will allow Farmaè to respond in an immediate, fast and pragmatic way to every need of its customers, who have always been at the heart of the company's business. Specifically, the use of artificial intelligence platform will allow to collect information related to the customer, and optimize the internal search engine to allow customers to find an immediate match between their searches and the products offered by Farmaè. The ultimate goal is to achieve the objectives of Dynamic Pricing and Search Optimization, identified as fundamental for the innovative growth of Farmaè.

*"This agreement - says **Riccardo Iacometti**, Founder and CEO of Farmaè S.p.A. - will allow us to further consolidate our drive for technological innovation, expanding our growth process through the new lever of Artificial Intelligence. Our philosophy "OnLife", which has always distinguished the approach of Farmaè, constantly puts the customer at the center of every activity, in order to respond immediately, quickly and pragmatically to their every need, ensuring a unique customer experience, regardless of the purchasing channel used: the partnership signed today will be an undoubted factor able to accelerate this process".*

**Michele Grazioli**, Founder and CEO of Vedrai S.p.A., commented: *"I am thrilled to have signed this agreement with a company like Farmaè, a young company, at the forefront of its sector and above all capable of looking ahead to try to anticipate market trends, with highly innovative solutions. I am convinced that our services in the field of Artificial Intelligence will give a great contribution to increase the competitive advantage of Farmaè's offer".*

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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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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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