

**Press Release**

**VALNAN COMMUNICATIONS HAS BEEN APPOINTED  
GOOGLE PREMIER PARTNER FOR 2022**

*Google rewards Valnan Communications, an online communication and marketing agency, for its professional skills, ranking it among the top 3% Italian agencies that develop strategies, plan and implement Google Ads campaigns. The American company recognizes Valnan Communications as Premier Partner 2022.*

**Viareggio, 9 February 2022** – Valnan Communications an online marketing and communications agency, has been named **Premier Partner 2022** under the **Google Partners** program. This is an important award that the American company gives to the **best agencies** that develop strategies, plan and implement Google Ads campaigns: only the **top 3% of Italian agencies** participating in the program succeed, in fact, in becoming a Premier Partner.

Valnan Communications is part of the group **Farmaè S.p.A.**, the first online player in health, wellness and beauty in Italy, listed on the Euronext Growth Milan segment of the Italian Stock Exchange.

**Alberto Maglione**, general manager of Valnan Communications and vice-president of Farmaè, points out: *"We are thrilled to have achieved this important result and to be among the 3% of Italian Top Agencies that Google considers the best. This is a very important goal that allows our company to stand out and present itself to the market as an excellence in the industry."*

The metrics used by Google to confer the title of Premier Partner are:

- Ability to grow existing customers and acquire new ones, measured on the growth of annual ad spend and on ad spend among top Google Ads customers;
- Ability to diversify the product by developing a mix focused on results beyond search, measured by the percentage of spend in Display, Apps, Video and Shopping each calendar year;
- Annual advertising spending, i.e., the amount of investment in Google Ads or Google Marketing Platform, measured by the expenditure in managed accounts each calendar year;
- Demonstrated ability to sustain customer business, measured by the percentage of customers retained year over year.

With the qualification of Premier Partner 2022, Google is providing Valnan Communications with some **exclusive tools that benefit its clients**. For example, the agency will have the opportunity to use beta products before Google makes them available to all other partners; receive exclusive reports on changes in consumer behavior and industry trends; get free boosts to enhance its new clients' Google Ads budgets; and participate with its top management in invitation-only industry events, such as roundtable discussions with Google executives, sessions with other Premier Partners, and opportunities to hear industry opinion leaders.

**Davang Shah**, Senior Director, Google Ads Marketing, states: *" Congratulations to our Premier Partners for ranking in the top 3% of Google Partners in Italy. These are companies that have excelled in expanding their product knowledge, building relationships with new customers and helping current customers to grow. We look forward to offering them all the support they need to enable their customers to succeed online."*

\*\*\*

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

\*\*\*

### **Valnan Communications**

The company has numerous clients in different product sectors. For Farmaè it manages all institutional and online communication activities on the main digital media, search engines and social media, planning the necessary investments to enhance and improve the perception of brands and products by final customers and optimizing the budgets allocated to online advertising activities, also through the use of innovative techniques and methodologies.

The company offers consultancy services on the Italian and international market in the digital sector through the activity of four integrated units in Digital Consulting, Digital Advertising, Digital Tech and in Electronic Commerce (eCommerce).

For further information:

#### **Euronext Growth Advisor**

Alantra Capital Markets  
+39 02 63671601  
Stefano Bellavita  
[stefano.bellavita@alantra.com](mailto:stefano.bellavita@alantra.com)

#### **Investor Relation**

Farmaè  
Investor Relations Officer  
Alberto Maglione  
+39 0584 1660552  
[ir@farmaegroup.it](mailto:ir@farmaegroup.it)

CDR Communication srl

IR Advisor  
Vincenza Colucci  
Tel. +39 335 6909547  
[vincenza.colucci@cdr-communication.it](mailto:vincenza.colucci@cdr-communication.it)

#### **Specialist**

Stifel Bank A.G.  
+39 02 85465761  
Aida Loutfi  
[aida.loutfi@stifel.com](mailto:aida.loutfi@stifel.com)

#### **Media Relation**

SEC Newgate – 02.6249991 – [farmae@segrp.com](mailto:farmae@segrp.com)  
Laura Arghittu – [arghittu@segrp.com](mailto:arghittu@segrp.com)  
Federico Ferrari – 347 6456873 - [ferrari@segrp.com](mailto:ferrari@segrp.com)  
Daniele Pinosa – 335 7233872 – [pinosa@segrp.com](mailto:pinosa@segrp.com)  
Fabio Santilio – 339 8446521 [santilio@segrp.com](mailto:santilio@segrp.com)