

## Press Release

### FARMAÈ GROUP EXPANDS ITS OFFER AND ENTERS THE PET WORLD

**A wide range of products for the feeding, care and well-being of pets able to satisfy in a more complete way the purchase needs of thousands of active customers on the portals [farmae.it](http://farmae.it) and [amicafarmacia.com](http://amicafarmacia.com)**

**Viareggio, 2 March, 2022 - Farmaè S.p.A.** - a company listed on the **Euronext Growth Milan** market of Borsa Italiana, a leading integrated platform in Italy in the healthcare, beauty and wellness sectors - expands its offer and enters the Pet world.

The new products dedicated to the Pet world - a range for the care and well-being of animals - have been added to the offer on the portals [www.farmae.it](http://www.farmae.it) and [www.amicafarmacia.com](http://www.amicafarmacia.com) in addition to the wide offer dedicated to healthcare, beauty and wellness of over 55,000 products.

The decision to enter the Pet world derives from a specific and farsighted strategy of Farmaè Group that foresees the opening of new categories, always respecting a verticality of gender in health, wellness and beauty of the whole family, including pets. The starting point was the analysis of a market of over 2.8 billion euro in constant increase: there are, in fact, about 50 million pets in the Italian families' homes, a number that in 2021 alone has increased by one million. A market, moreover, in which the propensity to buy online is higher than in the pharma market.

In addition to this, there is a growing tendency to purchase food products with formulas that aim at wellbeing and, for animals that have pathologies, there is an increasing recourse to a diet and to products based on formulas that are hypoallergenic or able to guarantee a higher quality of composition.

The new category aims to place side by side traditional veterinary products, usually sold in pharmacies and parapharmacies (antiparasitics and supplements for pets), with products distributed by specialized retail (food, accessories, leashes, hygiene products, etc.). In this way, we offer consumers a complete range of over 2,500 products, with an offer that will be further expanded during the year.

*"We are very pleased - states Riccardo Iacometti, Founder and CEO of Farmaè S.p.A. - to be able to announce our presence in a new market, such as the Pet market, which shows great potential for growth and represents an important challenge for us to continue our development plan, in order to diversify, consolidate and strengthen a business that already sees us as a stable leader in Italy in the healthcare, beauty and wellness sectors. With this further offer expansion, we are going to satisfy in a more complete way thousands of our customers who own a pet and, at the same time, we aim to further expand our target customers".*

The entry into the Pet market is part of a broader growth strategy of Farmaè Group, which in 2021 recorded pro-forma revenues - as a result of the aggregation of Farmaè S.p.A. and AmicaFarmacia S.r.l. - equal to **108.5 million euros, up 17%** compared to pro-forma revenues of 93 million euros in 2020. Last year, the orders filled amounted to **1.7 million** (+18% on 2020), the total number of visitors on online platforms amounted to **43 million 645 thousand** (+47%), for **8 million 513 thousand** products sold (+14%), with an increase in Farmaè S.p.A.'s **Retail** of 83% for a total of 4.4 million euros compared to 2.4 million euros in 2020.

Farmaè Group is now composed by Farmaè S.p.A., owner of the brands Farmaè, AmicaFarmacia, Beautyè (make up, skincare, fragrances and hair products), Sanort (heavy orthopedics) and 13 stores, the online marketing and communication agency Valnan Communications (recently selected



Premier Partner 2022 within the Google Partners program) and the pharmacy Madonna Della Neve, located in Bagnolo Piemonte.

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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 and listed since July 2019 on Euronext Growth Milan market of Borsa Italiana, Farmaè is a media platform and reference point, leader in Italy in the Healthcare, Beauty and Wellness sectors. Farmaè Group today controls Farmaè, AmicaFarmacia, Beautyè, Sanort and the media company Valnan Communications. The Group places the customer at the center of its circular activities, responding immediately, quickly and pragmatically to every need, ensuring a unique customer experience, regardless of the purchase channel used. Farmaè Group is also the first interlocutor for the industries that invest in the millions of visitors to online platforms, recognizing in the main brands of the Group the qualification of real Media.

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