

Press Release

FARMAÈ GROUP: CONSOLIDATED REVENUES OF 25.5 MILLION EURO IN THE FIRST QUARTER OF 2022

ALL MAIN KPIs UP ON A LIKE-FOR-LIKE BASIS:

- 584,000 ORDERS (+14%)
- 2.8 MILLION PRODUCTS SOLD (+15%)
- 371,000 CUSTOMERS (+9.4%)

INTEGRATION OF AMICAFARMACIA PROCEEDS APACE, CONVERSION RATE CLOSE TO 4% AT PRE-ACQUISITION LEVELS

Viareggio, April 20, 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 – ("**Farmaè**") has approved the unaudited consolidated revenue figures of Farmaè Group for the first quarter of 2022 and the main KPIs.

*"The integration activities of AmicaFarmacia are proceeding apace - commented **Riccardo Iacometti**, Founder and CEO of **Farmaè** - thus confirming the right positioning of the Farmaè Group to realise its full potential. The positive figures that we are disclosing to the market today reflect our ability to adapt to the many challenges of a rapidly changing market, to which we have been able to respond with an effective business model, an expansion of our offering by entering new markets, and constant investment on various levels, from technology to logistics and marketing. We are continuing to outperform the market, thanks in part to the activities carried out to increase the average ticket per customer and the repeated order rate, as well as cross-selling on our platforms, to further improve the growth rate on an annual basis. This strategy has made us a unique group in the health, wellness and beauty sector in Italy, a group that is increasingly strengthening its leadership thanks to its ability to meet the different needs of consumers and the services it offers, while always keeping the customer and the company at the centre, as per our DNA".*

The consolidated revenues achieved in the first quarter of 2022 are not comparable with the revenues of Farmaè alone generated in the first quarter of 2021, as the scope of consolidation includes the revenues of Valnan S.r.l., the Sanort platform, the AmicaFarmacia platform as well as the Madonna della Neve pharmacy (both acquired on 1 October 2021), which did not draft accounting data at quarterly level thus not allowing the processing of comparable pro-forma accounting data.

In the first quarter of 2022, Group revenues amounted to **25.5 million euros**, an increase of **40%** compared to 18.2 million euros recorded by Farmaè alone in the first quarter of 2021, and net of co-marketing revenues¹ of 1.1 million euros compared to 0.6 million euros in the same period of the previous year.

¹ Following the new reporting in accordance with IAS/IFRS, **co-marketing** revenues will be recognised partly as a reduction of Cost of Sales and partly as a reduction of Selling & Distribution costs.



In Q1 2022, the total number of visitors on the online platforms (www.farmaè.it, www.amicafarmacia.it, www.beautyè.it e www.sanort.it) was **15.2 million**, up 46% from the 10.4 million recorded by Farmaè alone in Q1 2021 and in line with the 15.2 million recorded on a like-for-like basis in Q1 2021.

Customers on the Group's portals grew by **44%** in the first quarter to approximately **371 thousand** compared to 258 thousand in the same period of 2021 for Farmaè alone, and by **9.4%** compared to approximately 339 thousand on a like-for-like basis in the first quarter of 2021.

Orders on platforms rose to **584 thousand**, up **41%** on the **414 thousand** recorded in the first quarter of 2021 by Farmaè alone, and up **14%** on the 513 thousand recorded on a like-for-like basis in the first quarter of 2021.

2 million 854 thousand products were sold, an increase of **41%** compared to 2 million 24 thousand products sold by Farmaè alone, and **15%** compared to 2 million 480 thousand in Q1 2021 on a like-for-like basis.

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

Established in Viareggio in 2014 and listed since July 2019 on Euronext Growth Milan market of Borsa Italiana, Farmaè is a media platform and a benchmark, a 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 centre 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 primary reference for industries investing in the millions of visitors to online platforms, thus recognizing the Group's main brands as true Media.

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