

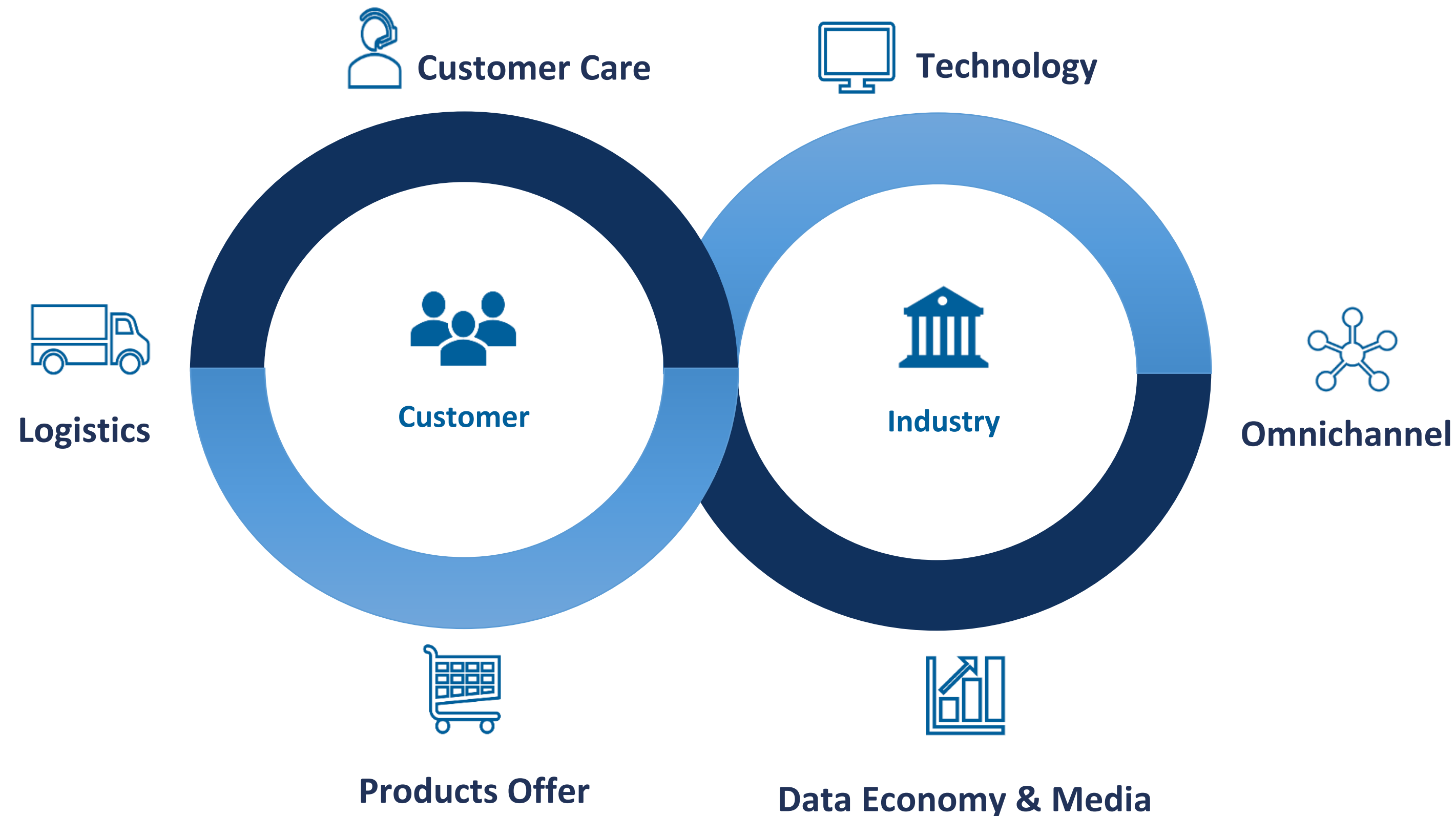


# **Alantra Virtual Roadshow**

4 April 2022

**The first true Multi-Channel online player  
in Europe in the reference Macro Sector**

# The undisputed Italian online leader in the Healthcare, Beauty and Wellness sector



The point of reference for the final customer and the industries of the sector in Italy.

Founded in Viareggio in 2014 and listed on Euronext Growth Milan from July 2019, Farmaè Group owns the following brands: Farmaè, AmicaFarmacia, Beautyè and Sanort, and 100% of the media company Valnan Communications.

Farmaè Group is an integrated commercial platform that connect physical and online for the benefit of end customer 's purchasing and a reference media for the main industries in the sector.

# The first true Multi-Channel online player in Europe in the reference Macro Sector

## Health & Wellness

 **amicafarmacia**

Farmaè Group is the undisputed leader in Italy with its online platforms [www.farmae.it](http://www.farmae.it) and AmicaFarmacia [www.amicafarmacia.com](http://www.amicafarmacia.com).

Farmaè ranks number 1 in Italy with [www.farmae.it](http://www.farmae.it) and is present on the national territory, in Tuscany, with 9 physical points of sale.

AmicaFarmacia, acquired by Farmaè Spa in September 2021, is the second online reference player and is present on the territory in Piedmont with 2 physical stores.

## Beauty

 **beautyè**

The company operates in the Beauty market (professional sector, hair products and perfumery with Skincare, MakeUp and Fragrances) with the Beautyè brand with its online platform [www.beautyè.it](http://www.beautyè.it) and a shop in Viareggio that combines the experience of the prestige beauty of perfumery with a beauty salon.

## Heavy Orthopedics

 **sanort**

The Group has also recently entered the heavy orthopedics market in favor of health protection for severe disabilities by acquiring the Sanort brand [www.sanort.it](http://www.sanort.it) on which a market repositioning strategy is underway.

## 55.000 SKUs

In total, the Group deals with approximately 55,000 SKUs in the Health, Beauty and Wellness markets, exploding every need of the end customer in an omnichannel logic.

# AmicaFarmacia acquisition

AmicaFarmacia is the second Italian online player in the Health & Wellness



## Pharmacy



## Para - Pharmacy



## Synergies

- Consolidation of Farmaè positioning in the online channel through a significant increase in the user base
- Improved commercial purchasing conditions thanks to a greater critical mass
- Further development of industrial partnerships aimed at increasing targeted marketing and communication actions
- Enhancement of a single Group Media Platform

\* Net of co-marketing revenues

## Online Platform



[www.amicafarmacia.com](http://www.amicafarmacia.com)



**€51**

Online Average ticket in 2020 (net of VAT)



**26.9m**

Sessions on the website in 2020



**ca. 1.6%**

Average conversion rate in 2020



**~40k**

SKUs

# 2021 first consolidated financial statement and IFRS adoption

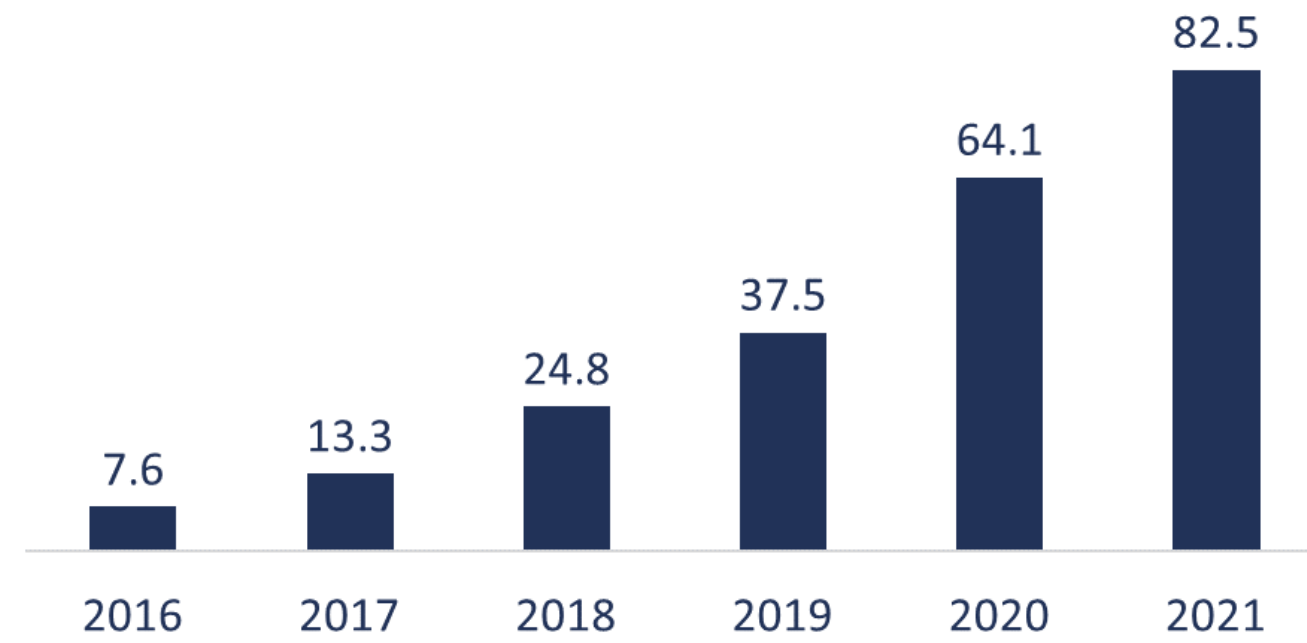
€/mIn	2021 vs. 2020		YOY
	2021	2020	
<b>Sales</b>	<b>82.5</b>	<b>64.1</b>	<b>28.7%</b>
<b>Gross margin</b>	<b>27.8</b>	<b>20.3</b>	<b>7.5</b>
<i>Gross margin</i>	33.6%	31.7%	1.9%
Selling and distribution as percentage of sales	-24.7%	-23.8%	-0.9%
Administrative costs as percentage of sales	-5.6%	-7.0%	1.4%
Other operating expenses as percentage of sales	-0.1%	0.0%	-0.1%
<b>Adj. EBITDA*</b>	<b>2.7</b>	<b>0.6</b>	<b>2.1</b>
<i>Ajd. EBITDA margin</i>	3.3%	0.9%	2.3%
<b>EBIT</b>	<b>0.3</b>	<b>(0.8)</b>	<b>1.1</b>
<b>Net result</b>	<b>(0.1)</b>	<b>(1.0)</b>	<b>0.9</b>

- First consolidated financial statement in 2021 under IFRS Accounting Standard and the relative comparative period
- 2021 consolidated results include 3 months revenues of AmicaFarmacia & Madonna della Neve pharmacy, and Valnan Revenues
- Major differences resulting in P/L under IFRS Accounting standards:
  - ✓ €3.4 mln co-marketing revenues (€ 2 mln in 2020) accounted partly as a reduction of the Cost of Good Sold and partly under Selling & Distribution costs
  - ✓ € 1.3 mln Fees and banks commissions accounted in general expenses vs financial expenses
  - ✓ € 1.0 mln leasing expenses accounted as for IFRS 16 mainly offsetting by higher depreciation and financial expenses.

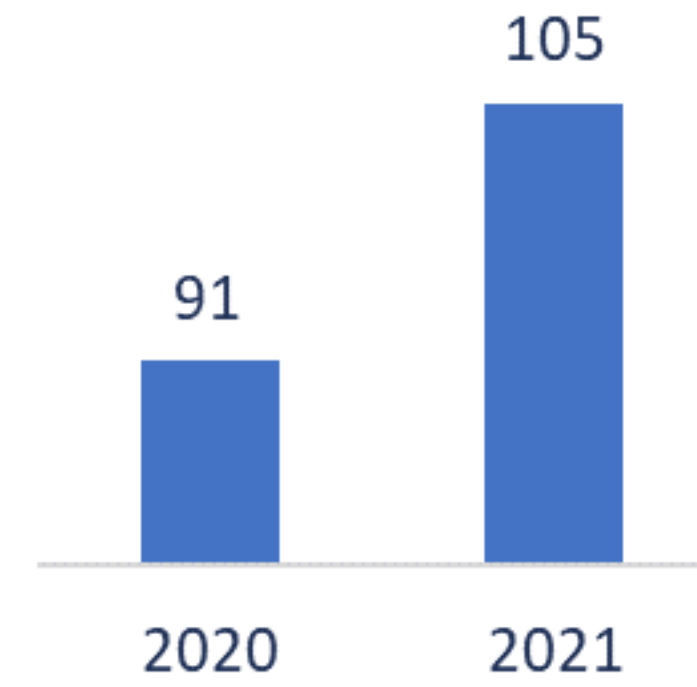
\* Adjusted to take into account the one-off costs related to the acquisition of AmicaFarmacia and of potential other M&A transactions costs

# FY 2021 Revenues split

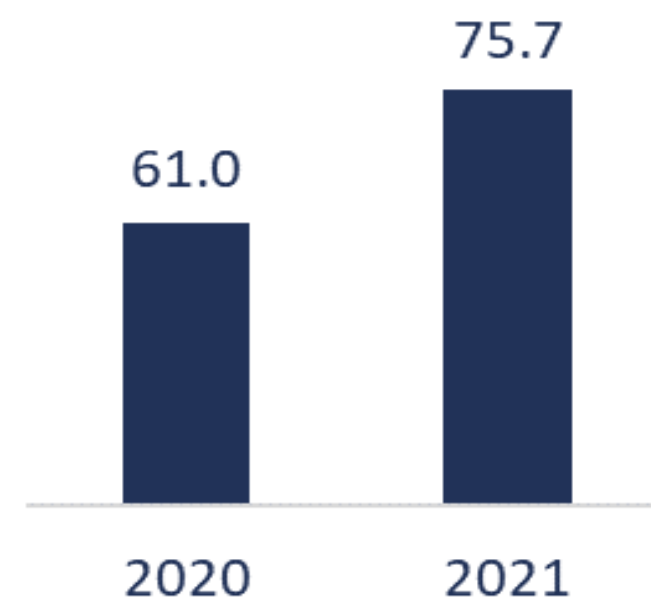
Revenues (€/m)



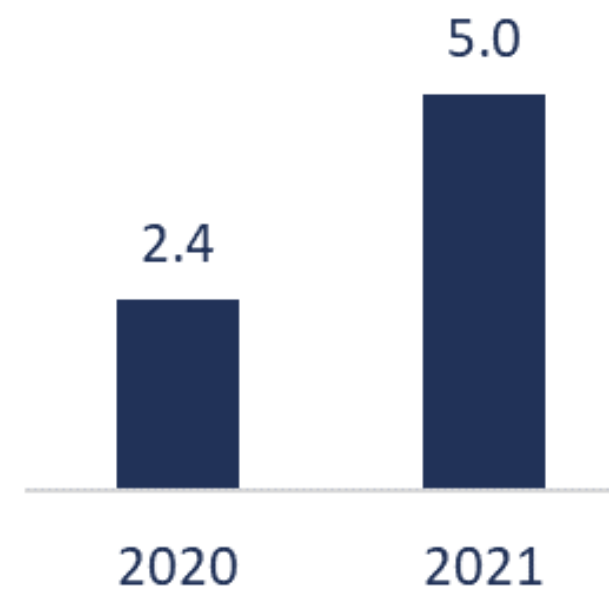
Pro-forma Revenues (€/m)



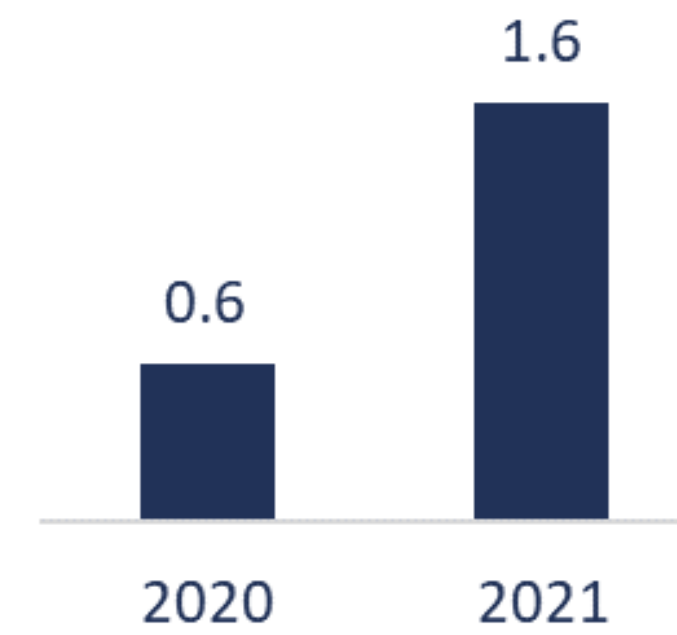
Online (€/m)



Retail (€/m)

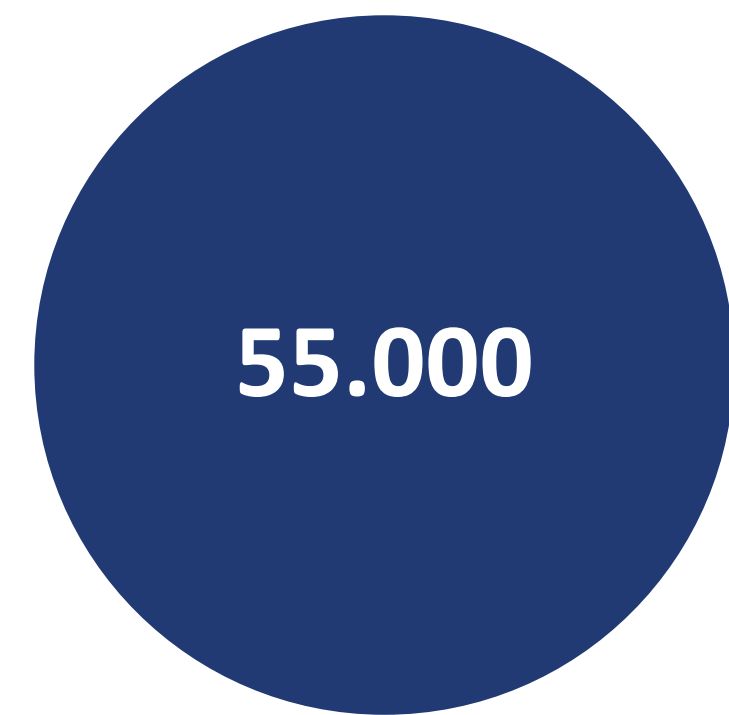


Consultancy - Valnan (€/m)

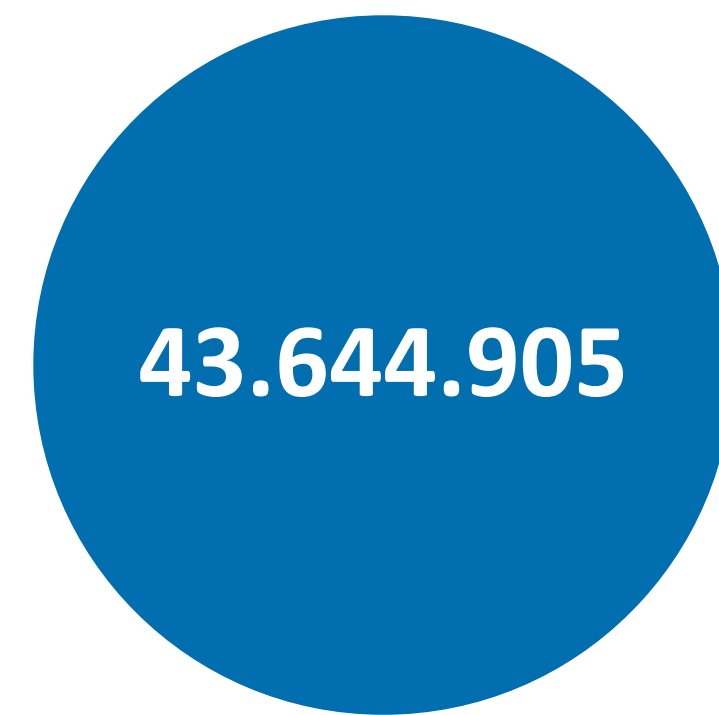


# The first online player in Italy in the Healthcare, Beauty and Wellness sector

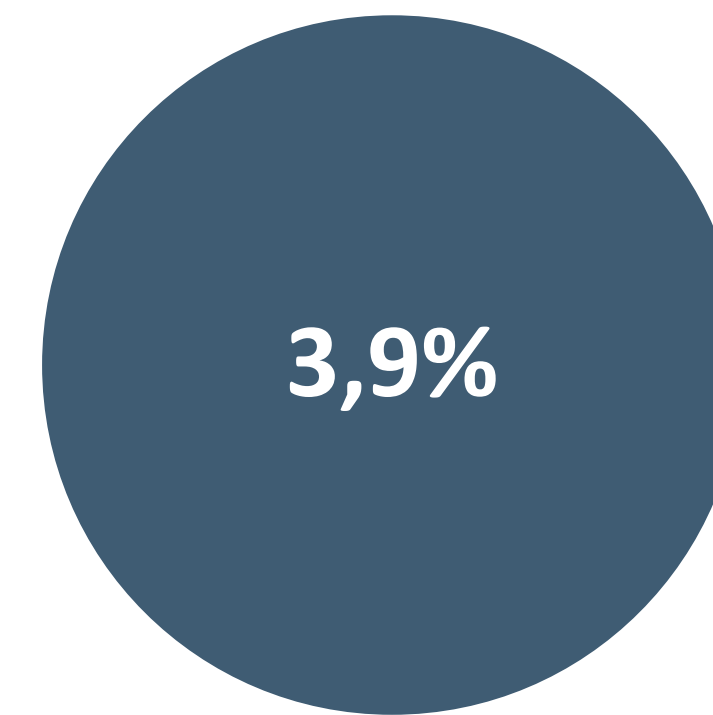
Online development through the integration of the eCommerce model with the Media model



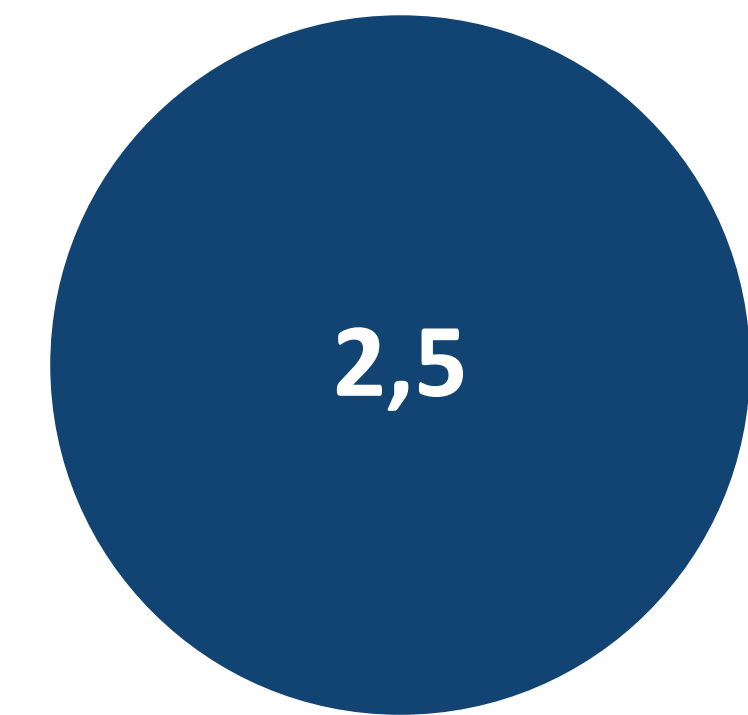
**SKUs**



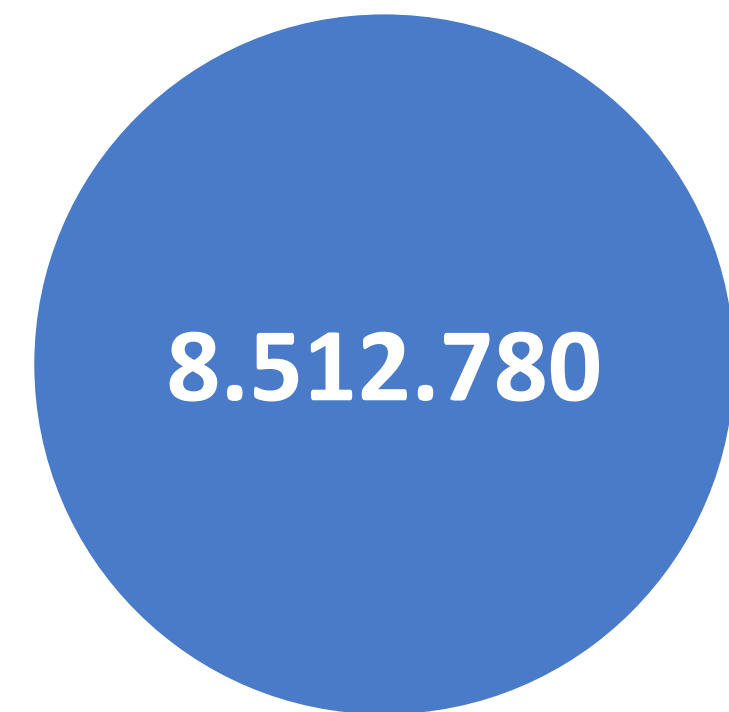
**Site Visits**



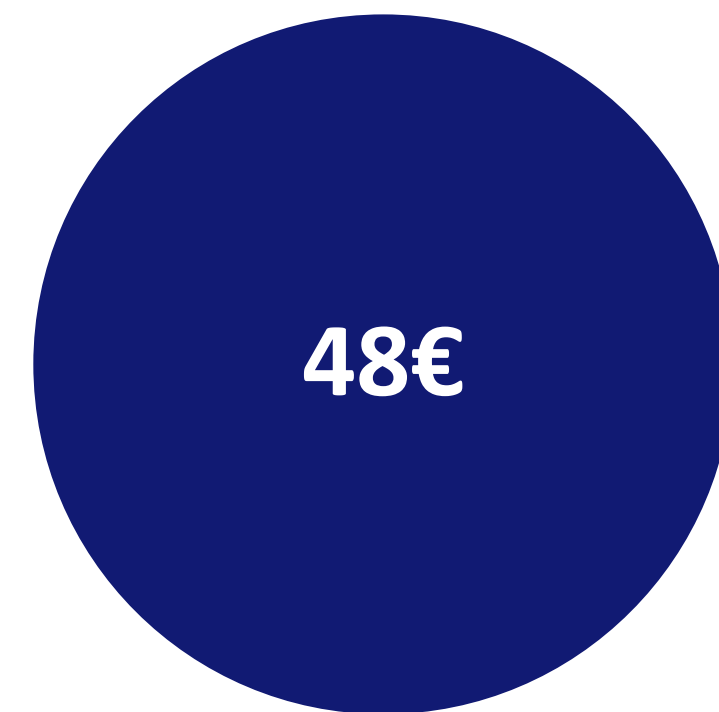
**Conversion Rate**



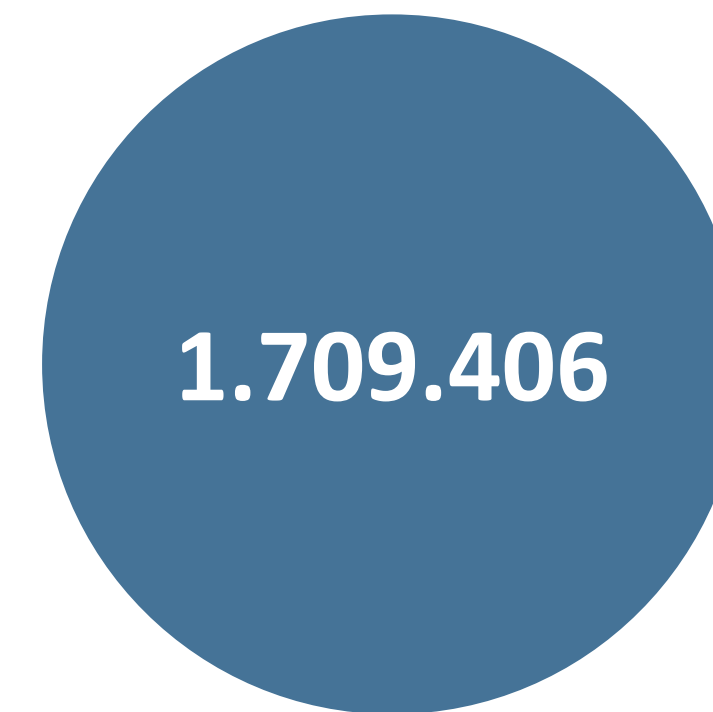
**Repeated Order per client**



**Products sold**



**Online Average Ticket**



**Online Orders**



**Active Customers**

KPI Performance FY2021 - Figures include AmicaFarmacia



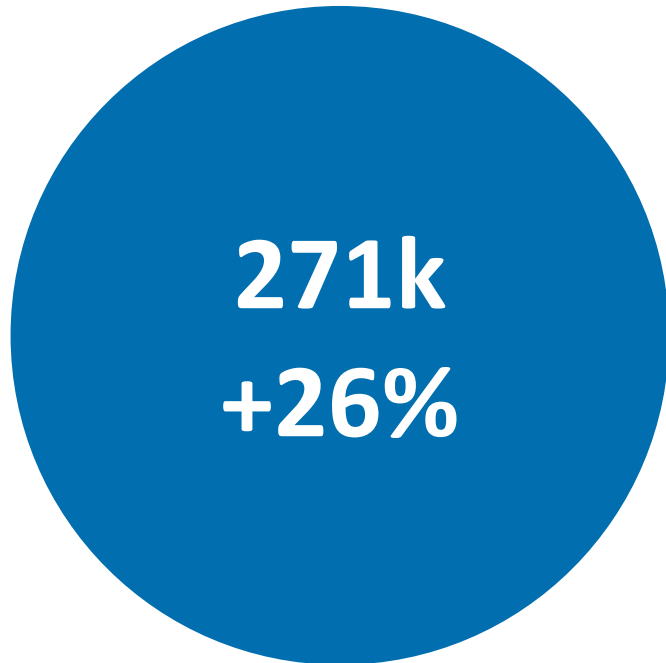


# A retail business that grows without delays

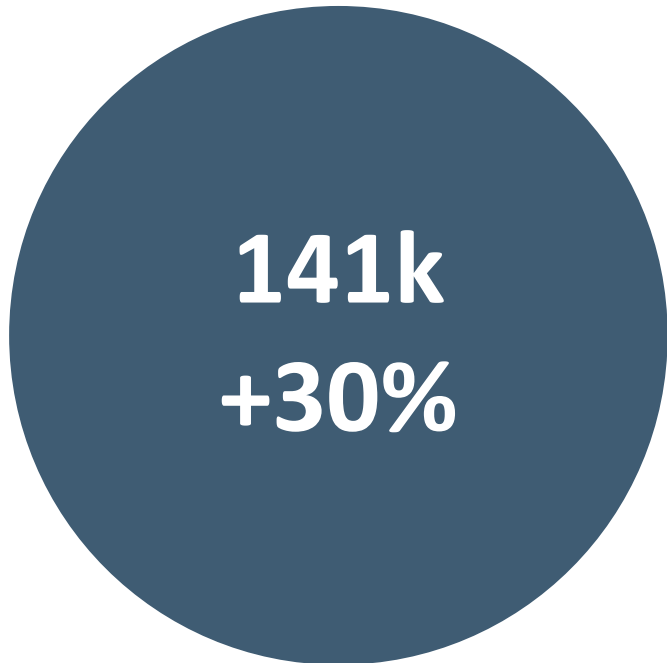
Thanks to a real omnichannel strategy, the development of a tactical and strategic retail



Revenues  
FY2021



Product sold  
in FY2021



Number of clients  
in FY2021

**Retail Performance** FY2021 – Figures include AmicaFarmacia.

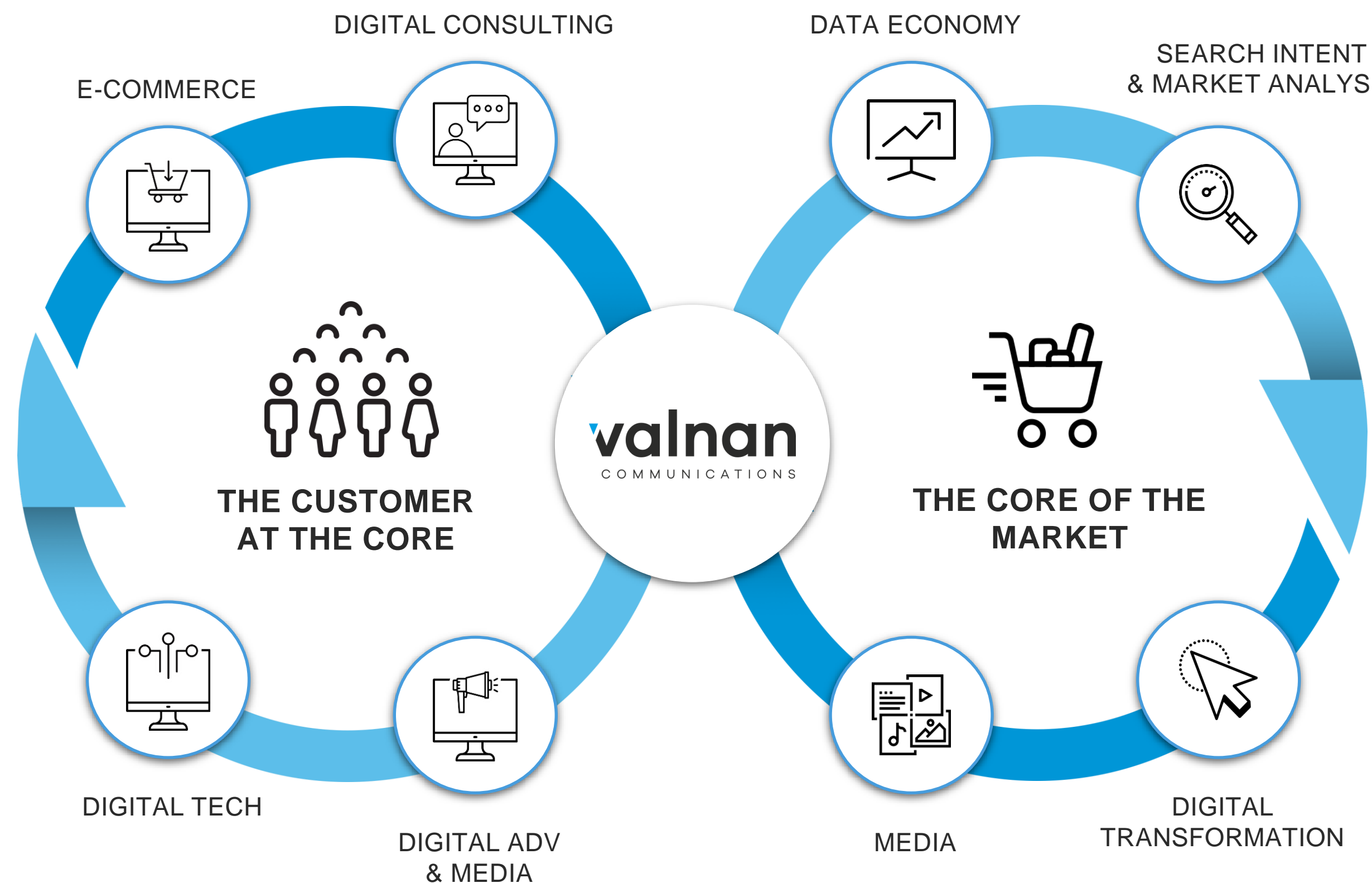
# A results-oriented agency

Valnan Revenues at €1.6m\*

Thanks to an innovative business model in the field of online communication and marketing, Valnan is a point of reference for Italian SMEs of different sectors

Valnan Communications is an Online Communication and Marketing agency that offers its clients a unique mix of services, technology, consulting and training to support Italian and International companies in the process of Digital Transformation in order to accelerate the new path between supply and demand to bring Brands closer to Consumers.

It operates on the market independently and it is the reference agency in Italy for players in the world of pharmaceutical, beauty, wine and tech.



\*net of intercompany items

# From Data Economy to Media

Co-marketing Revenues at €3.4m\*, +72% YoY

Thanks to the knowledge and transparency of the reading of millions of data Farmaè has become a reference media for the main industries in the sector

Farmaè develops partnerships with the main industrial companies in the sector, from which it is perceived not only as an important customer, but also as a media platform through which to improve knowledge of the market and convey communication effectively to their consumers. This activity has generated an additional line of revenues, called Co-Marketing.

## Some of our partners

L'ORÉAL



  
Pierre Fabre



  
reckitt

*Aboca*



SHISEIDO

  
COLLISTAR  
MILANO

COTY



LVMH

EuroItalia

\* As for IFRS Accounting standards, co-marketing revenues amounting to €3.4 mln have been accounted partly as a reduction of the Cost of Good Sold and partly under Selling and Distribution costs

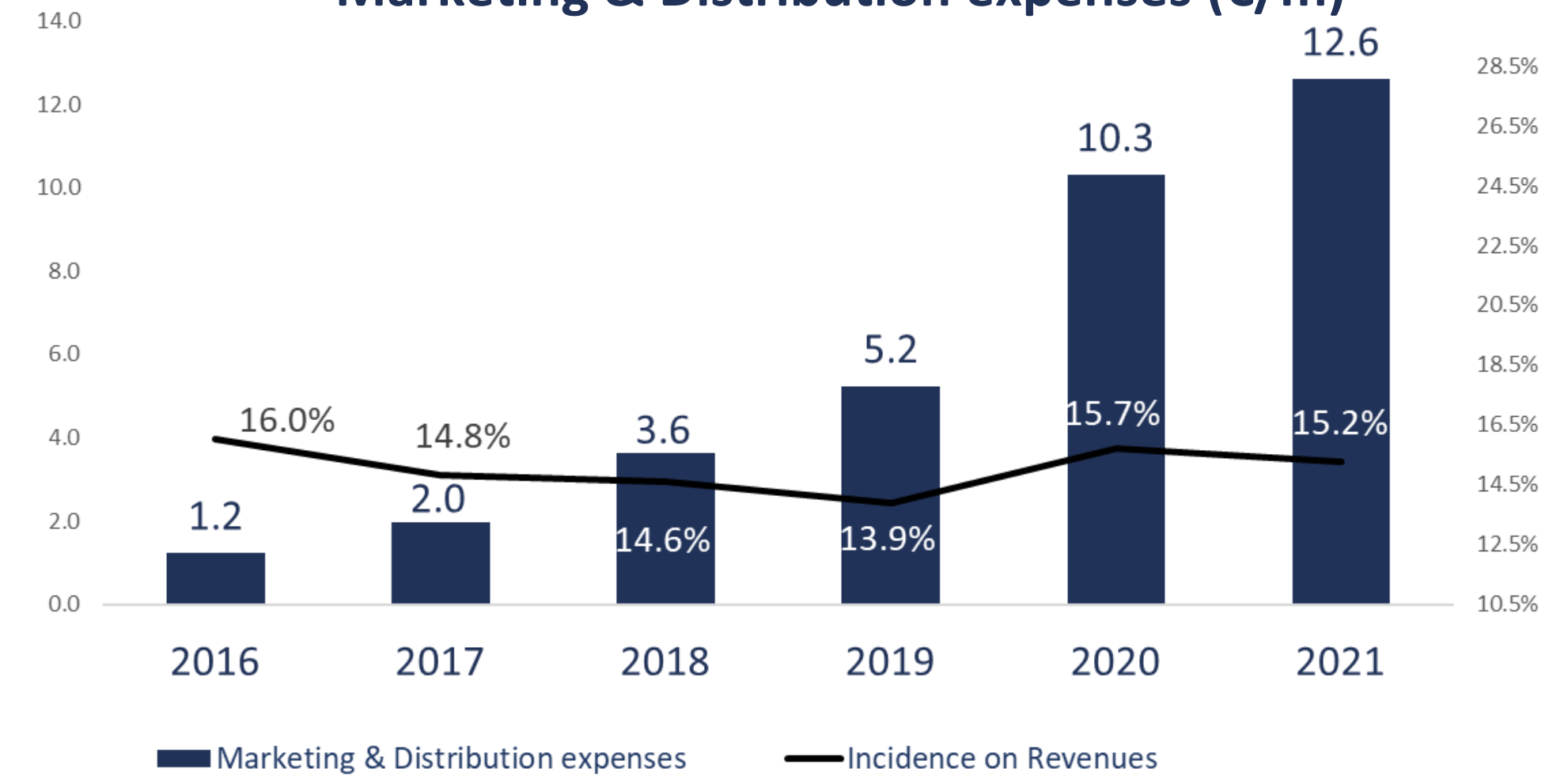
# Main Financial Highlights

2021 first time adoption of IFRS accounting standard

Revenues (€/m)



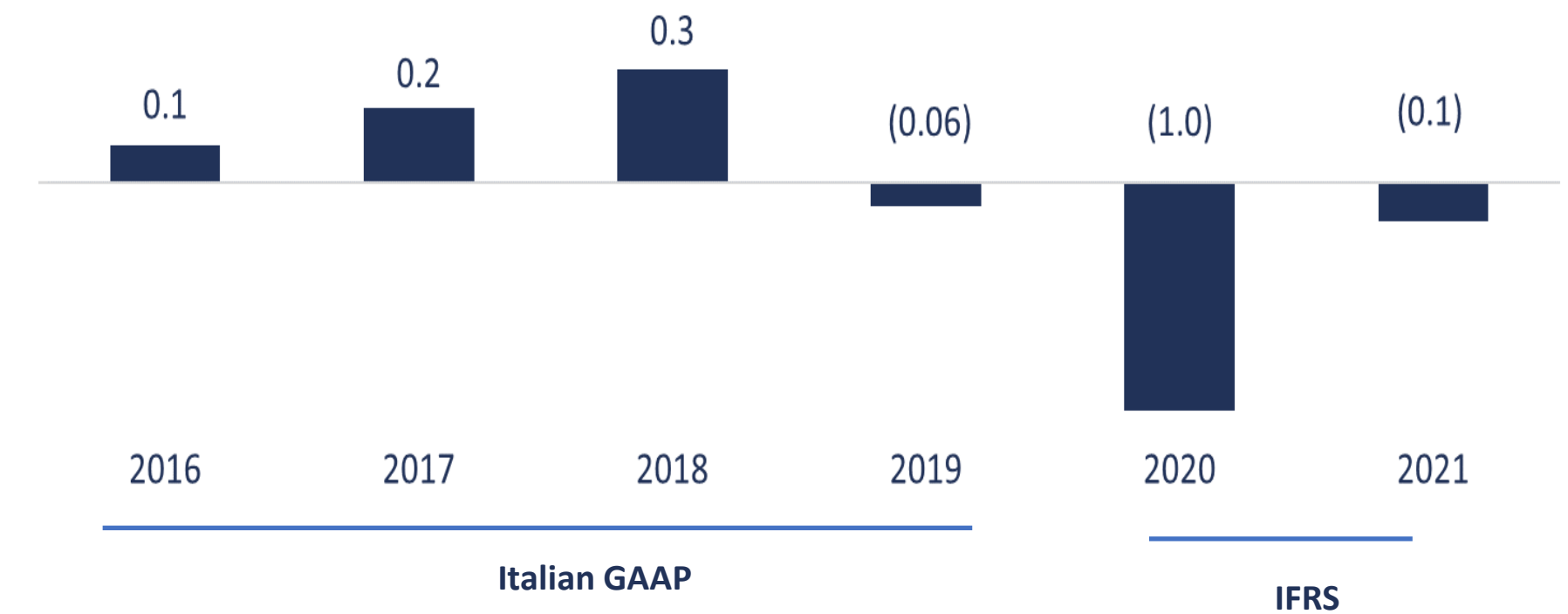
Marketing & Distribution expenses (€/m)



EBITDA Adj (€/m)



Net Profit (€/m)



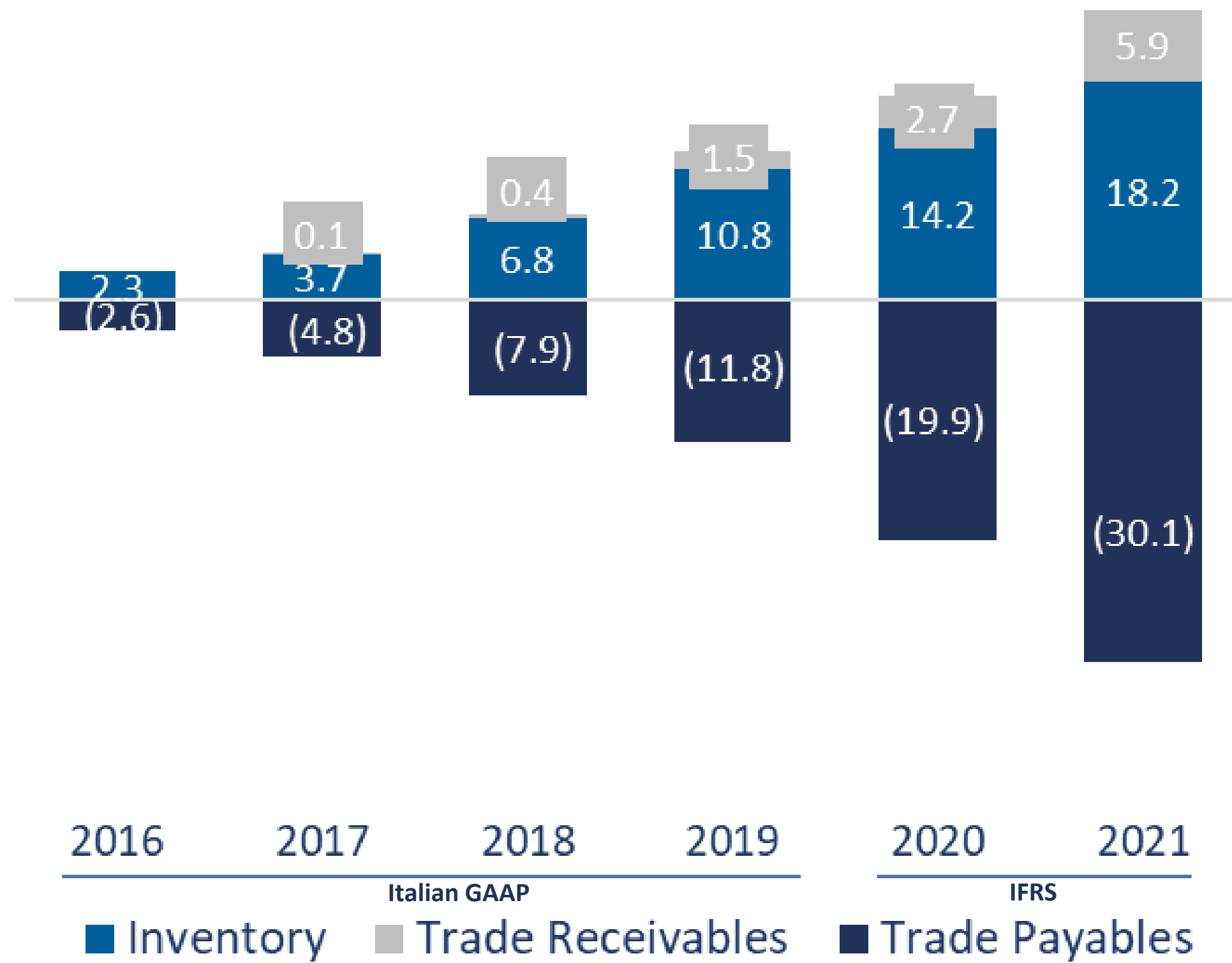
\*2021 consolidated results include 3 months revenues of AmicaFarmacia & **Madonna della Neve** pharmacy, and **Valnan** Revenues for 1,6 m

\*\* Adjusted to take into account the one-off costs related to the acquisition of AmicaFarmacia and of potential other M&A transactions costs

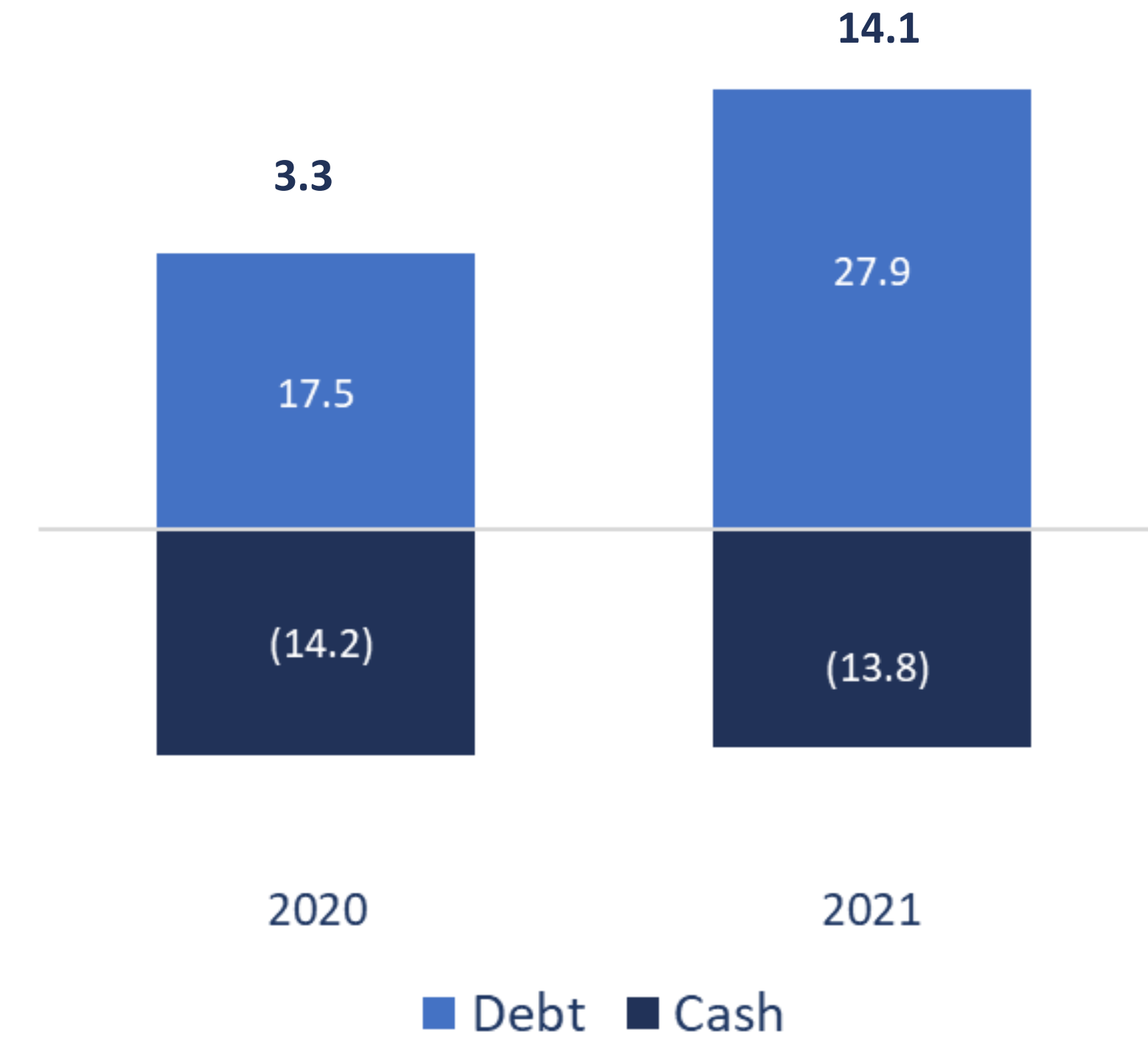
# Financing M&A

## 2021 first time adoption of IFRS accounting standard

Net Working Capital (€/m)



Net Financial Position (€/m)



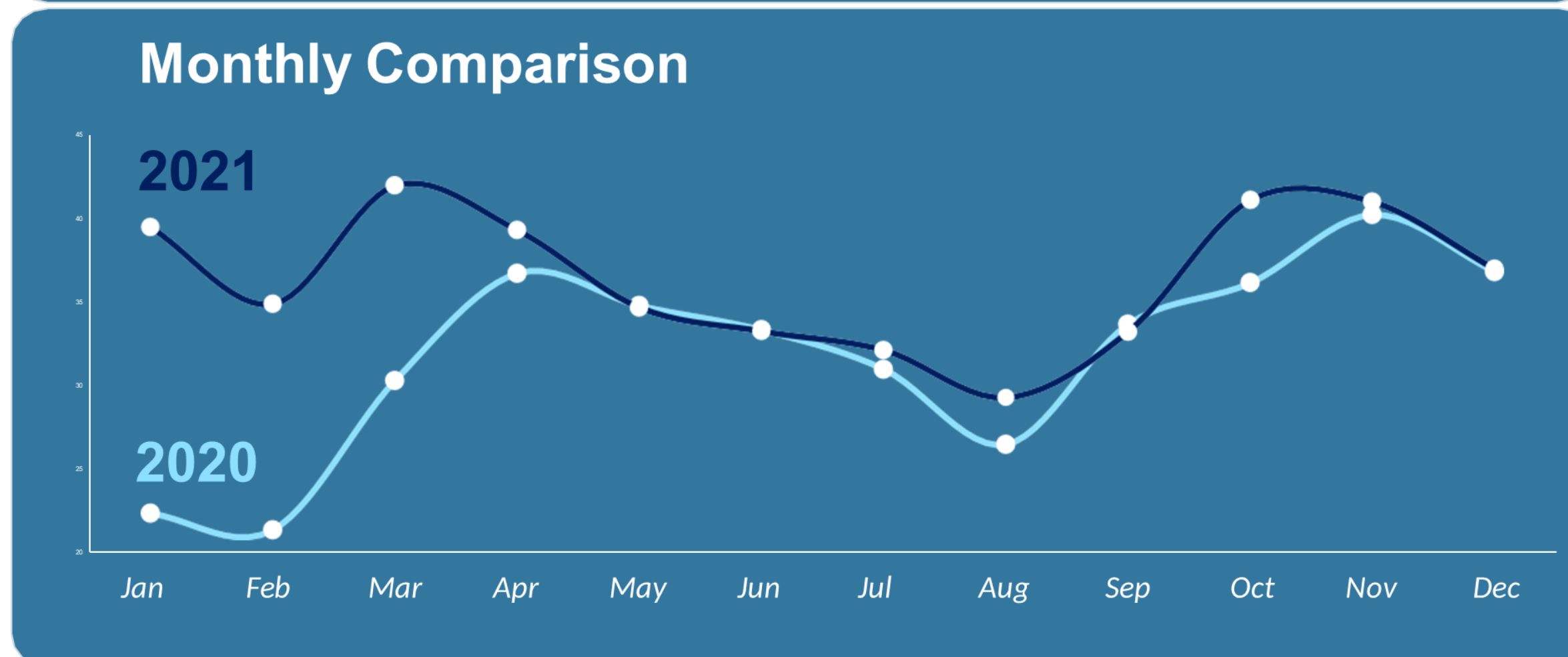
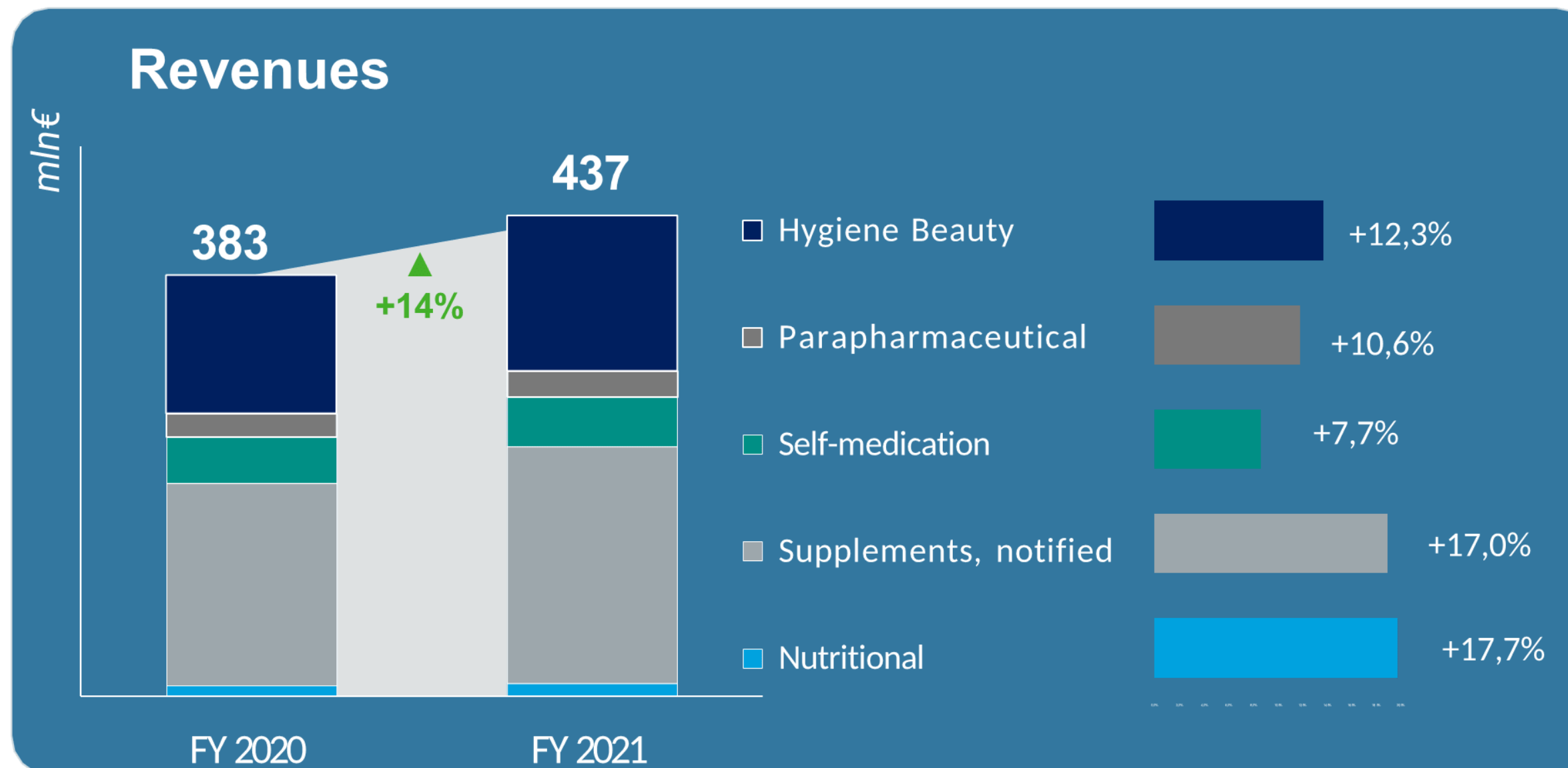
# Health and Wellness Market

 FARMAÈ GROUP



# The Italian online market growth is normalizing after the Covid-19 pandemic euphoria

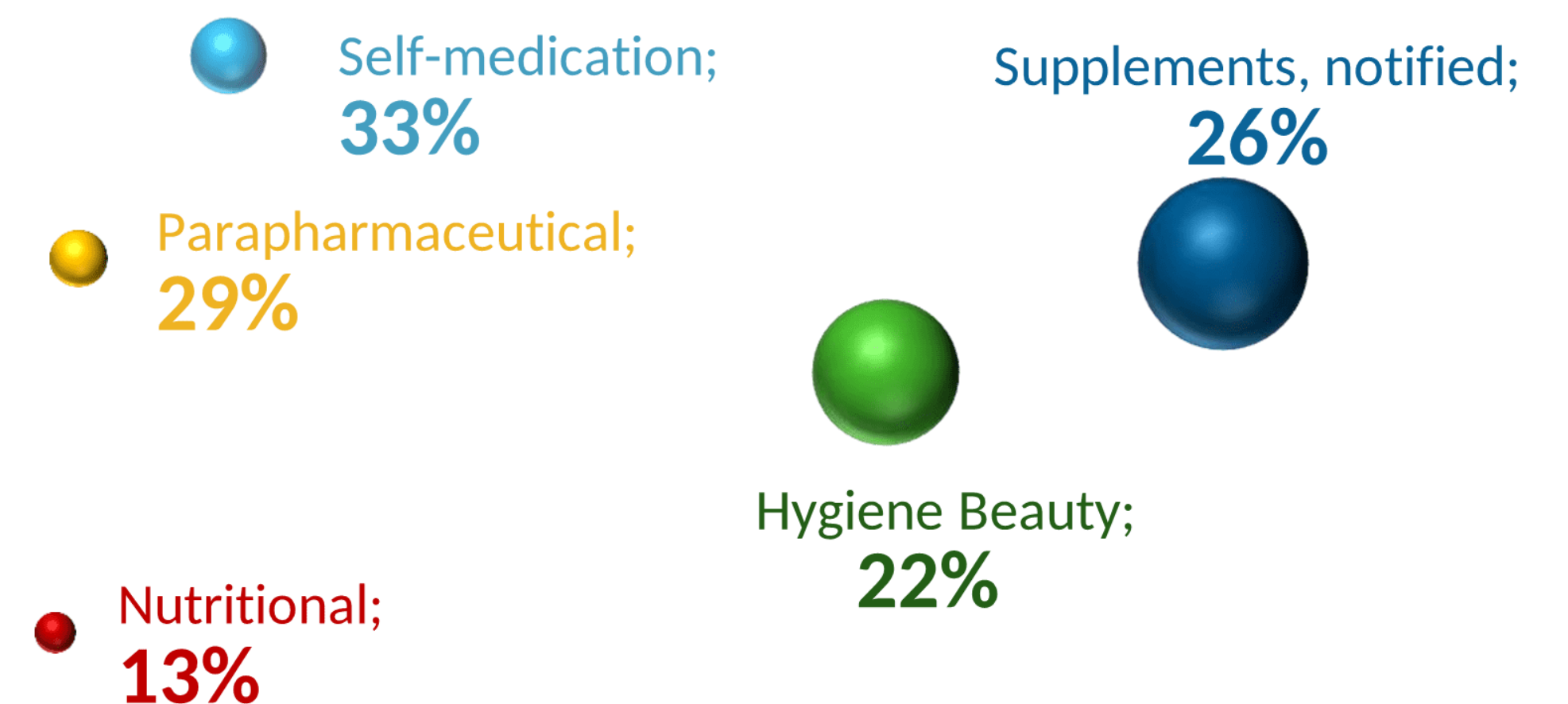
IQVIA Figures



### Major Growth Contributors are:

- 21%** female and unisex beauty products
- 13%** vitamins and minerals
- 10%** supplements for digestive system

### Average online vs offline discount & weight

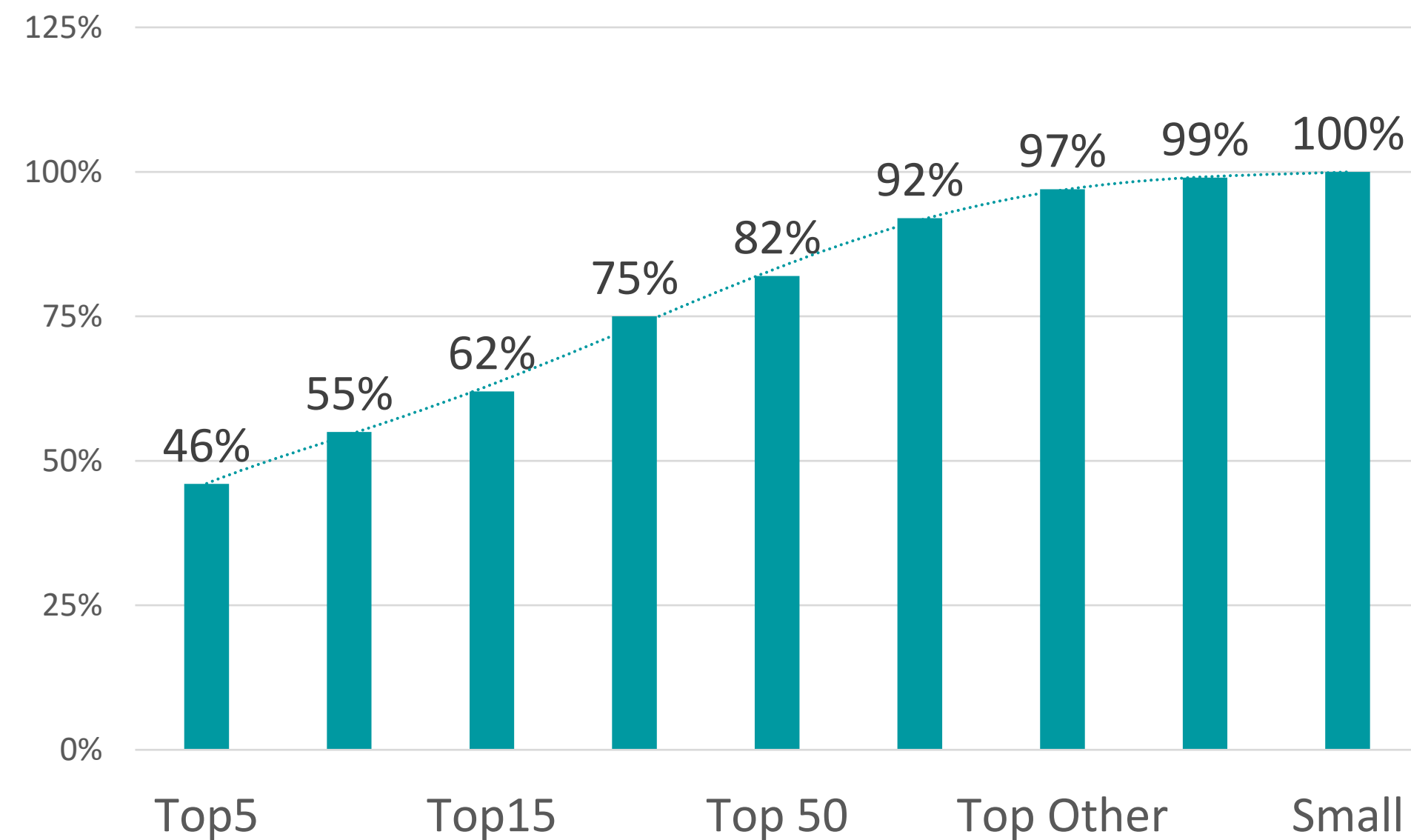


# Farmaè Group is the undisputed leader on the Italian market

Group pro-forma Revenues at €105m, +16% YoY, 3 pp on top of the market

Top 5 players represent the 46% of Market Revenues

Traffic Share leadership



Source: IQVIA 2020

	Domain (12)	Traffic Share ↓	Change	Rank	Monthly Vi...	Unique Visit...	Desktop vs Mobile	Visit Dura...	Pages/V...
1	farmae.it	23.00%	↑ 7.22%	#23,...	2.076M	1.185M	24.5% / 75.5%	00:04:11	5.48
2	efarma.com	20.92%	↑ 0.25%	#30,...	1.888M	1.296M	31.2% / 68.8%	00:02:14	2.74
3	shop-farmacia.it	16.03%	↓ 9.22%	#44,...	1.447M	1.056M	33.0% / 67.0%	00:02:44	3.62
4	amicafarmacia.com	9.39%	↓ 1.88%	#64,...	847,499	597,265	28.6% / 71.4%	00:03:06	3.75
5	farmacosmo.it	8.11%	↓ 3.63%	#48,...	731,793	484,541	29.6% / 70.4%	00:03:14	7.79
6	farmasave.it	6.89%	↓ 13.49%	#66,...	621,668	423,757	39.2% / 60.8%	00:03:19	5.49
7	saninforma.it	5.15%	↓ 8.40%	#132,...	464,937	375,045	17.9% / 82.1%	00:00:51	2.13
8	topfarmacia.it	4.61%	↑ 15.96%	#69,...	415,944	231,789	39.7% / 60.3%	00:04:51	10.88
9	semprefarmacia.it	3.54%	↑ 18.59%	#115,...	319,319	200,697	21.9% / 78.1%	00:02:53	6.03
10	farmaeurope.eu	1.28%	↓ 7.41%	#398,...	115,751	85,021	26.4% / 73.6%	00:03:00	3.61
11	petroneonline.com	1.09%	↑ 21.24%	#377,...	97,990	53,945	43.3% / 56.7%	00:07:19	3.27
12	loretogallo.com	0.01%	↑ 22.07%	#643,...	< 5,000	< 5,000	60.7% / 39.3%	00:00:26	1.38

Source: Similarweb – Dec vs Nov 2021

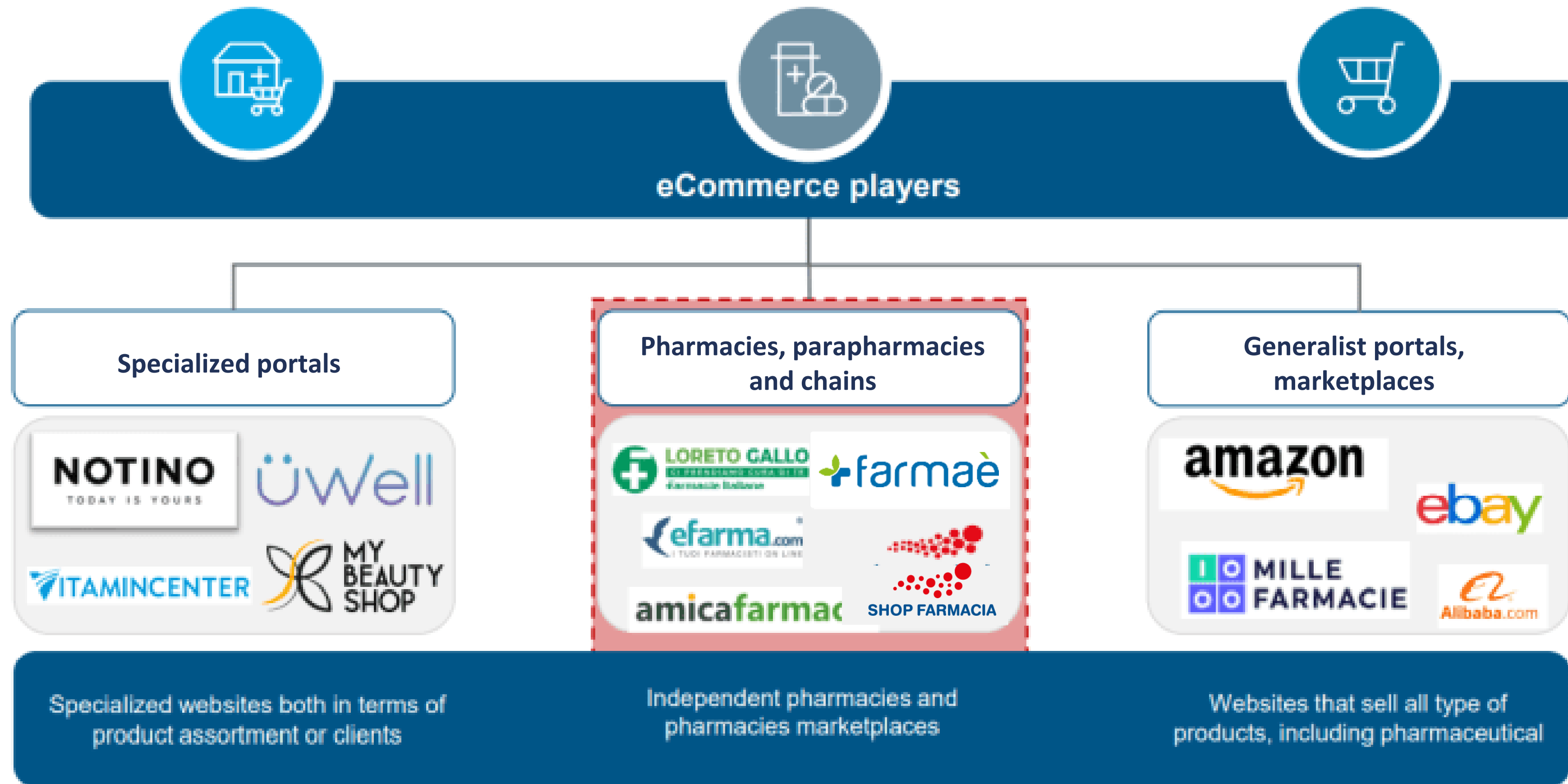
Farmaè Group, including AmicaFarmacia, represents **55% of top 5 players**, with the leadership in the online health and wellness market.

December figures show that traffic puts Farmaè, together with its subsidiary AmicaFarmacia, at **the top of the list**, despite a drop in the other companies.



# Italian enlarged competitive scenario

Generalists and specialized portals must also be considered in the competitive scenario



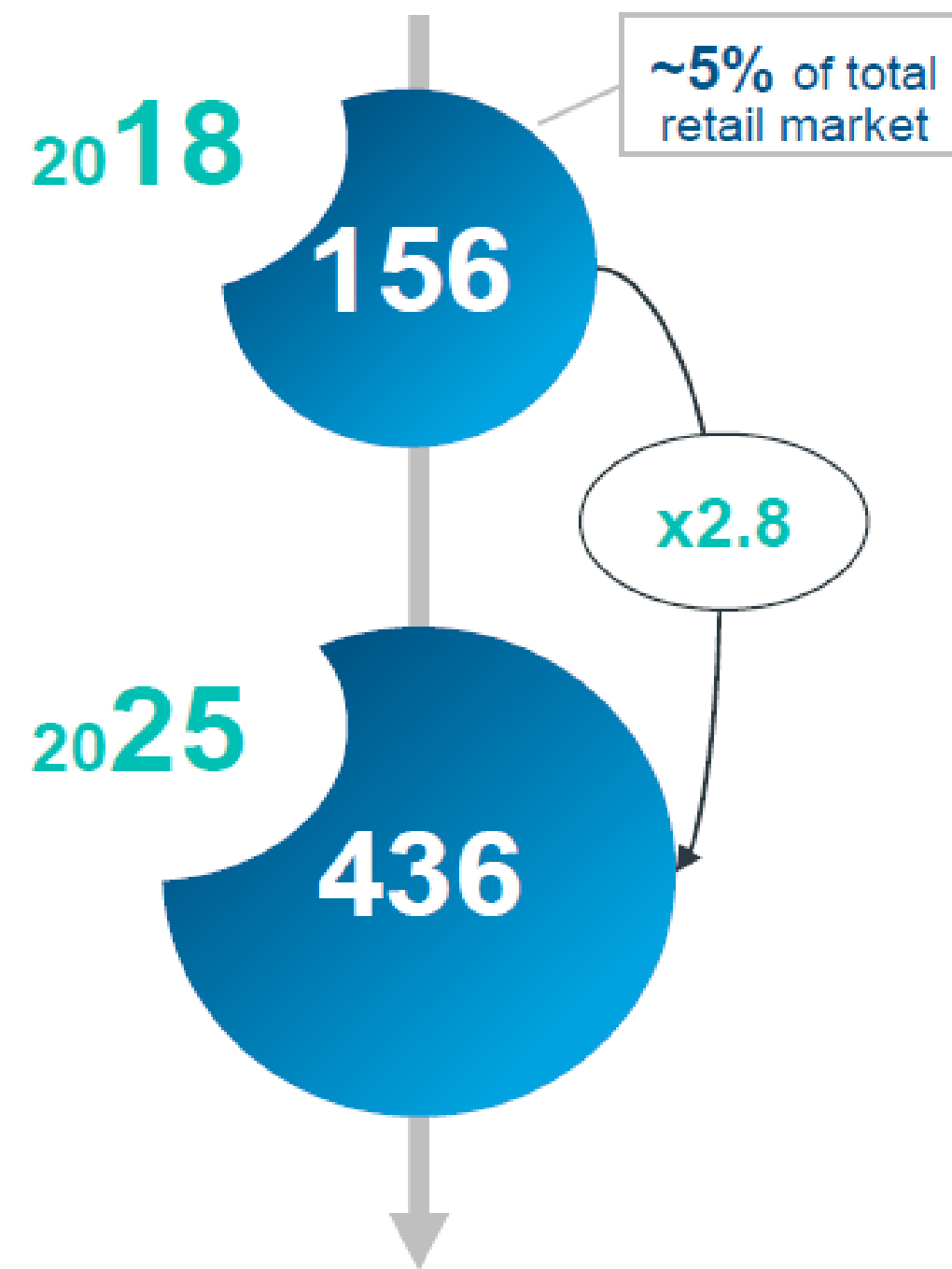
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# European Pharmacy Trend

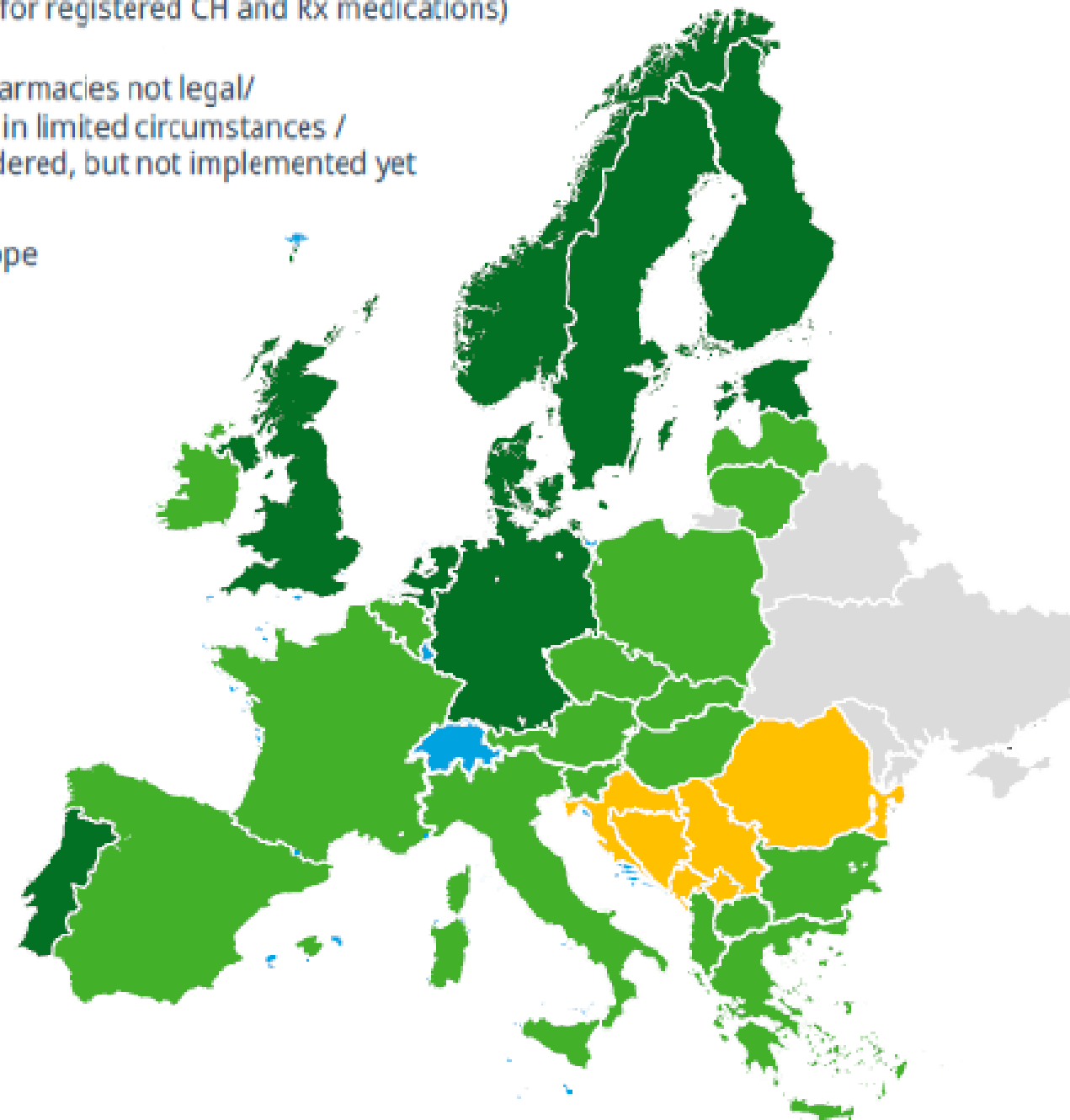
In other European countries, where prescription drugs are also sold online, the share of online reaches 18%, as in Germany

Global healthcare e-commerce market size [bn USD]

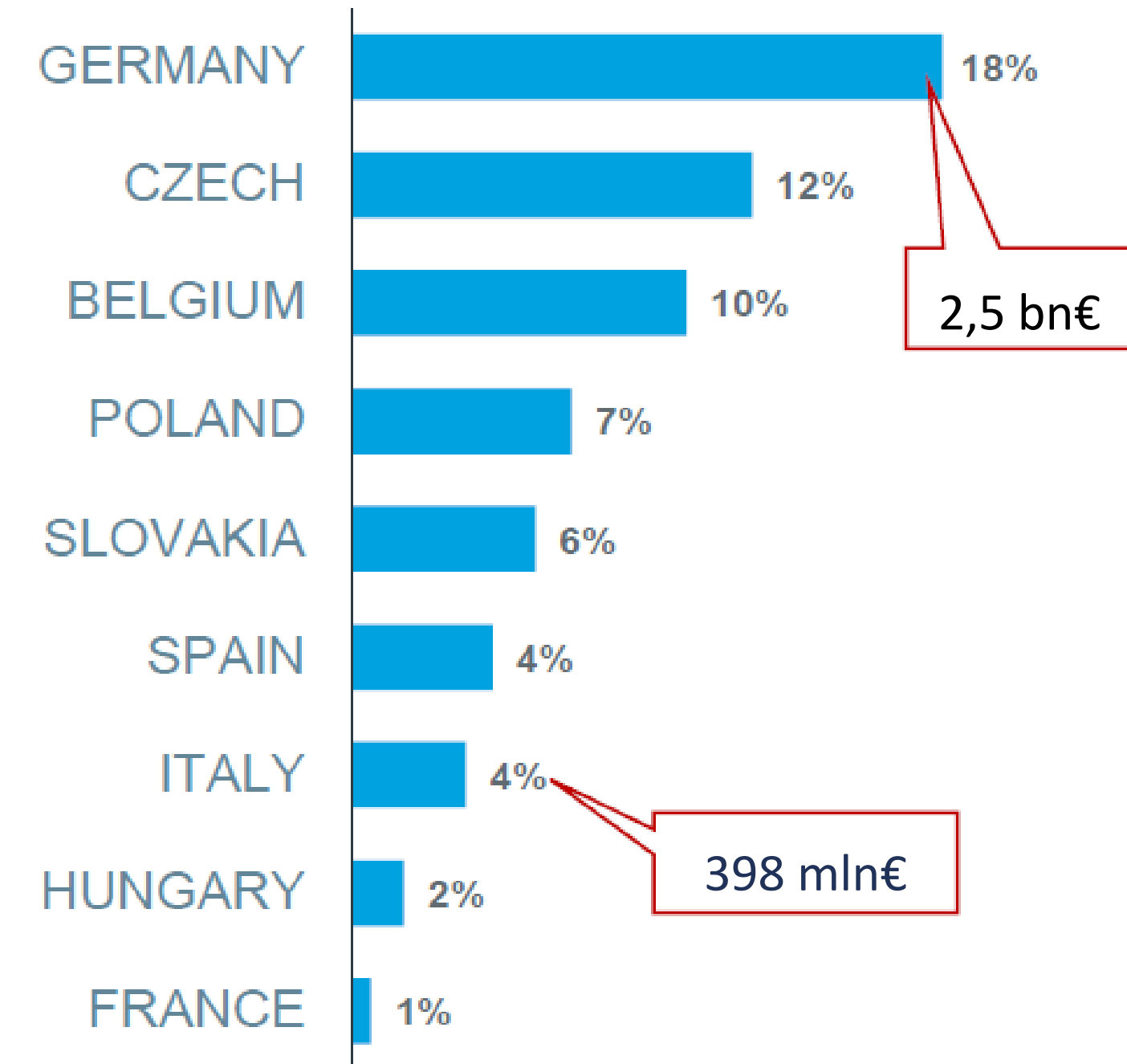


## Legislation

- Legal purchase of both Rx and CH products
- Legal sales of CH products only (registered/non registered)
- Legal only for food supplements and medical devices (not legal for registered CH and Rx medications)
- Online pharmacies not legal/ legal only in limited circumstances / still considered, but not implemented yet
- Out of scope



e-com share of CH market 2020



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## **Our consumers**

The pandemic event in progress has radically changed the purchasing propensity of the final customer

# Customer Care

We are close to our customers through an effective and efficient customer care, able to support customers during all purchasing phases.



People in the team



Consultants



Different lines



**1.500** calls per day



## Before purchasing

The customer needs information and data on which to base his purchase decision.

We are there to provide it through a perfect description of our products/services, taking care not to neglect details.



## During the purchase phase

Our potential customers may have a number of doubts about our products/services as they do not have in-depth knowledge about them.

We are there to help him, answering to their questions and showing availability and competence.



## After purchasing

We never forget about our customers, on the contrary, we try to surprise them. We contact them to ask how they found themselves with our products/services and trying to understand, through questions, their satisfaction index.

# Trustpilot Reviews



**308.400** Certified Reviews

## Current TrustScore

**4.7** ★★★★★

Based on **308,440 reviews** received

Number of days with current TrustScore **311**

Reviews received in the last 28 days **-3%** **5.196**

## TrustScore comparison


Current TrustScore

**4.7** ★★★★★

Category average

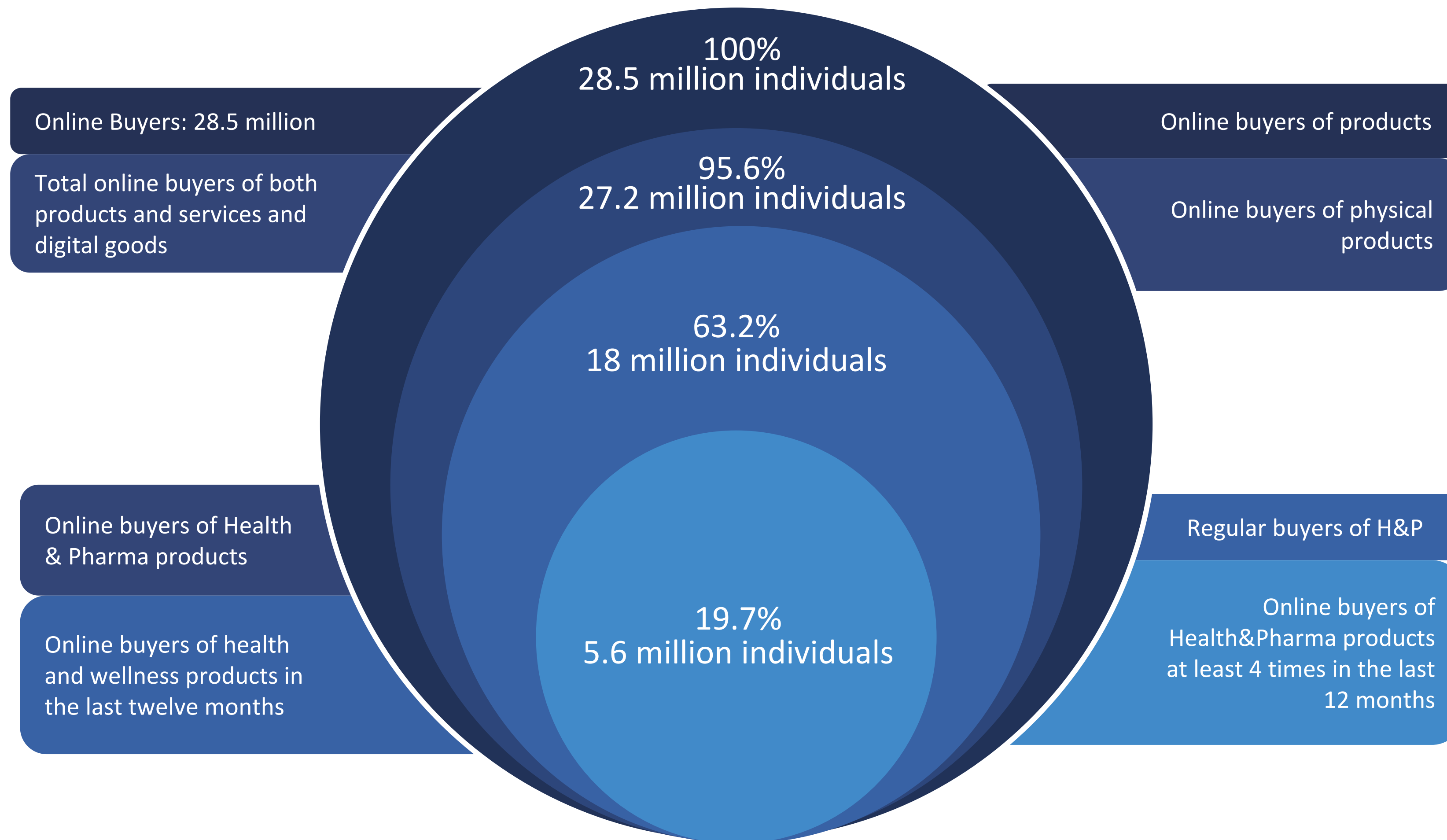
(Beauty and wellness products store)

**3.9** ★★★★★

 Your TrustScore is higher than the average in your category.

# Consumer Health&Pharma: Italian online buyers

18 Million users purchased a Health&Pharma product online at least once in 2021



# Consumer Health&Pharma: online buyers

The choice of the retailer is driven by prior knowledge and research on the WEB. The search engine is the first purchase driver in the product information retrieval phase. Word of mouth and advice from non-healthcare professionals are increasingly relevant drivers

Online Buyers of Health & Pharma Products - Trend



Do you remember how you knew the online seller of your last "Analyzed Product Category" purchase?

Share of relevance among online buyers of Health & Pharma Products



Think about the phase leading up to your Health & Pharma purchase.  
Which of these channels did you use to guide you in your purchase decision?  
Which three sources of information did you give the most weight to guide you in your selection of this product?

Source: Farmacy Scanner Article – Research Osservatorio Netcomm about digital Health&Pharma



**A clear strategy to consolidate  
our Market Leadership**



# A clear long term strategy to consolidate our Market Leadership

A continuous strategy of growth organically and through M&A

## M&A/ Internationalization

Opportunistic acquisitions of high potential leading targets, active in the online channel, also adjacent to the Pharma business sector (cross-industry strategy)

## Online

Consolidate leadership by enlarging the customer base and improving the loyalty of active customers, also in a multi-channel logic by exploiting the unparalleled leadership position on the Health and Wellness market

## Management Team

Strengthen internal capabilities by hiring new professionals in key business areas

## Cross Industry

Strengthening of the entry strategy into other product channels by expanding the offer range by enhancing the effectiveness of a vertical positioning

## Communication Activity

Consolidation and business development of the online communication and marketing agency Valnan Communications

## Retail

Opening and acquisition of new physical stores to enhance a real omnichannel strategy

## Logistic

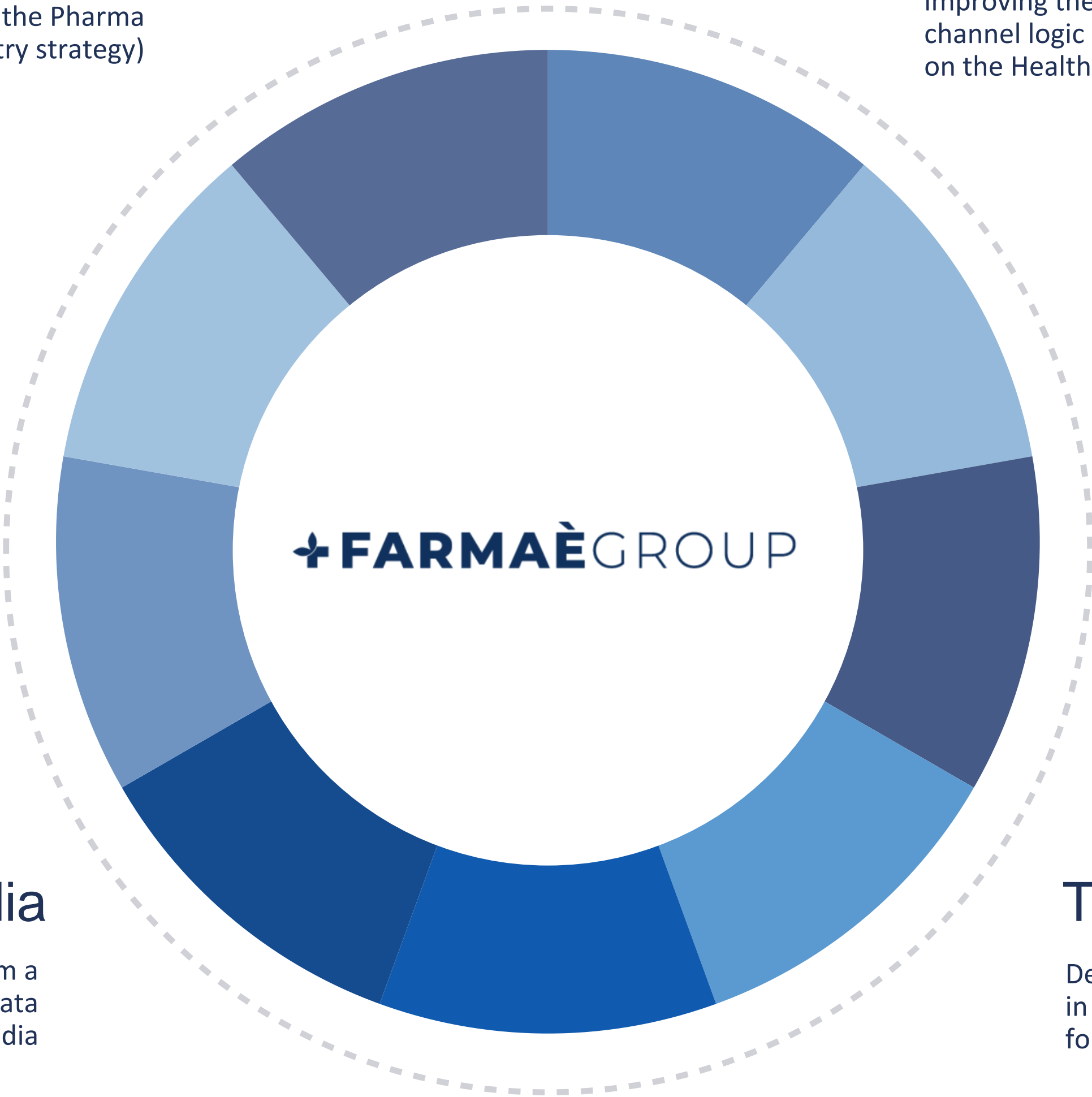
Expansion of the logistics capacity, thanks to the continuous technological development of the warehouse in Tuscany and the forthcoming release of a new logistics center in Piedmont

## Media

Continuous enhancement of industrial relations, also from a commercial point of view, through the positioning of the Data Economy and the Media

## Technology

Development of continuous technological innovations, also in terms of AI, to guarantee the best shopping experience for the consumer



# Farmaè strategy and positioning in a changing environment

## Market

- The Italian online market growth is normalizing after the Covid-19 pandemic euphoria
- The Italian market penetration is still low offering a great potential for growth:
  - **5.5% Pharma**
  - **6.5% Beauty**

## Farmaè

- **Continue to outperform the market both organically and through M&A, following three major paths:**
  - ✓ Strengthen the undisputed leadership in the Pharma sector, already consolidated with the acquisition of AmicaFarmacia
  - ✓ Building leadership in the Beauty market
  - ✓ Entering new markets
- **Exploit the synergies of the acquisition of AmicaFarmacia**
- **Expand media activities by leveraging on industry relationships and a wide customer base**

# Appendix

# A unique history of growth

The growth speed is the main driver for a successful positioning

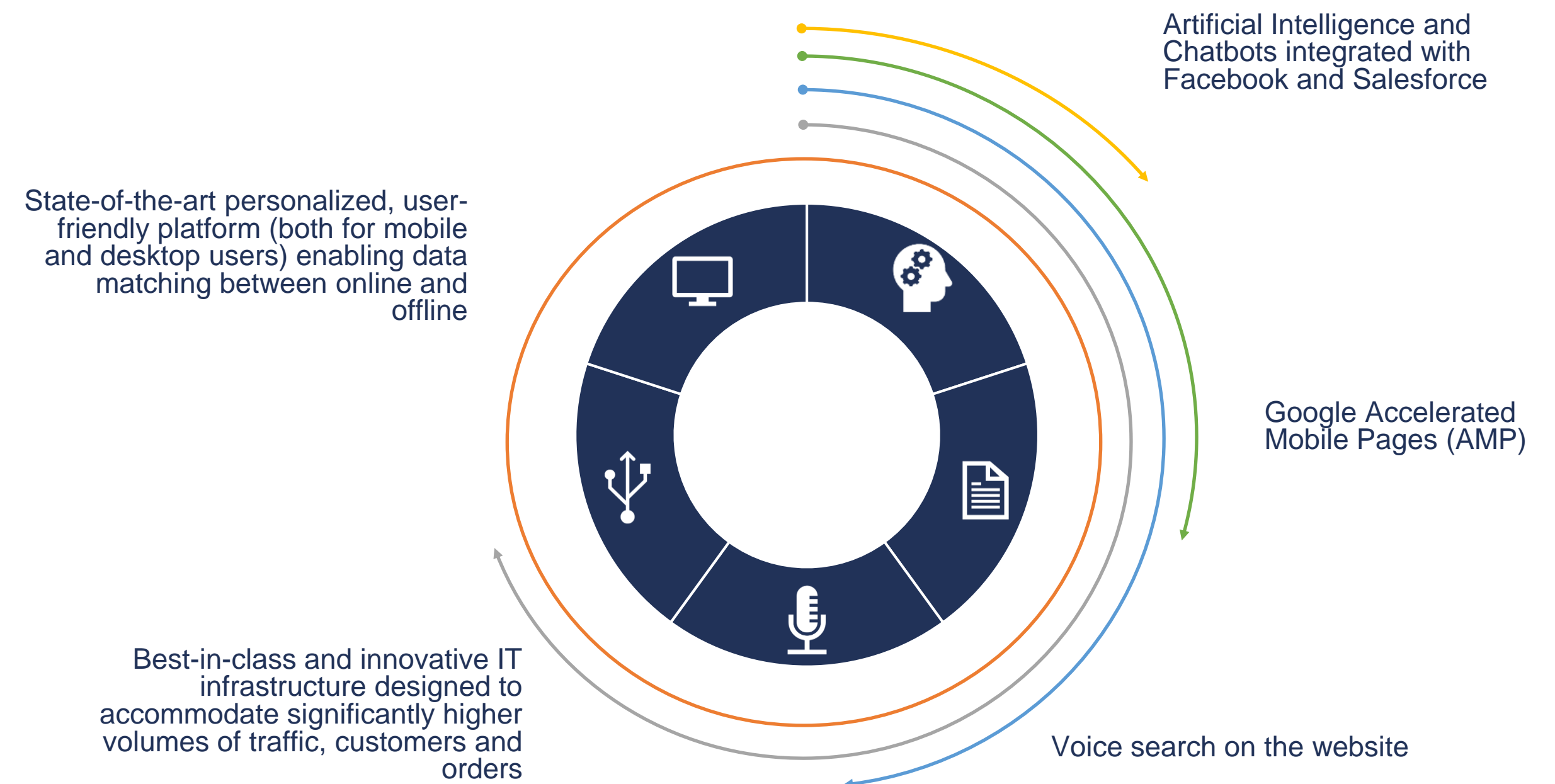




# Technological development to support business

A company capable of transforming itself into a Tech Company.

Constant introduction of technological innovation both in terms of software solutions for business rather than digital platforms to take full advantage of the opportunities of Web 4.0, making the most of the constant integration between online and offline channels to improve the customer experience in an omnichannel way.





## The purchasing experience also through the service

The development of the logistic capacity to improve and accelerate the main service lever: delivery

### Advanced Logistic Hubs to efficiently serve customers

#### Farmaè

Automated logistics hub located in Migliarino Pisano (PI)

- equipped with a state-of-the-art fully automated system
- achieves significant efficiencies in inventory and order management
- delivery focus centre-south of Italy



**5,000 sqm**

New warehouse to support growth



**48 h**

Estimated maximum time for a delivery



**€19.90**

Minimum cost for free delivery



**Up to €150 m**

Developable turnover

#### AmicaFarmacia

1,100sqm + 400sqm of container acquired close to the logistic hub in Bagnolo Piemonte



A new hub of up to 5,000 sqm to be opened by the second half of 2022 to serve the North of Italy

# Governance

## BOARD OF DIRECTORS

- Riccardo Iacometti**  
Chairman & CEO
  - Alberto Maglione**  
Vice President

**Marco Di Filippo**  
Director General Manager  
of AmicaFarmacia

**Giuseppe Cannarozzi**  
Director
- Giovanni Bulckaen**  
Director

**Dario Righetti**  
Independent Director

**Marco Guidi**  
Independent Director

## BOARD OF STATUTORY AUDITORS

- Sergio Marchese**  
Chairman
  - Alberto Colella**  
Regular Statutory Auditor

**Monica Barbara Baldini**  
Regular Statutory Auditor
- Fabio Panicucci**  
Alternate Statutory Auditor

**Gian Luca Succi**  
Alternate Statutory Auditor

AUDIT FIRM - EURONEXT GROWTH ADVISOR - SPECIALIST

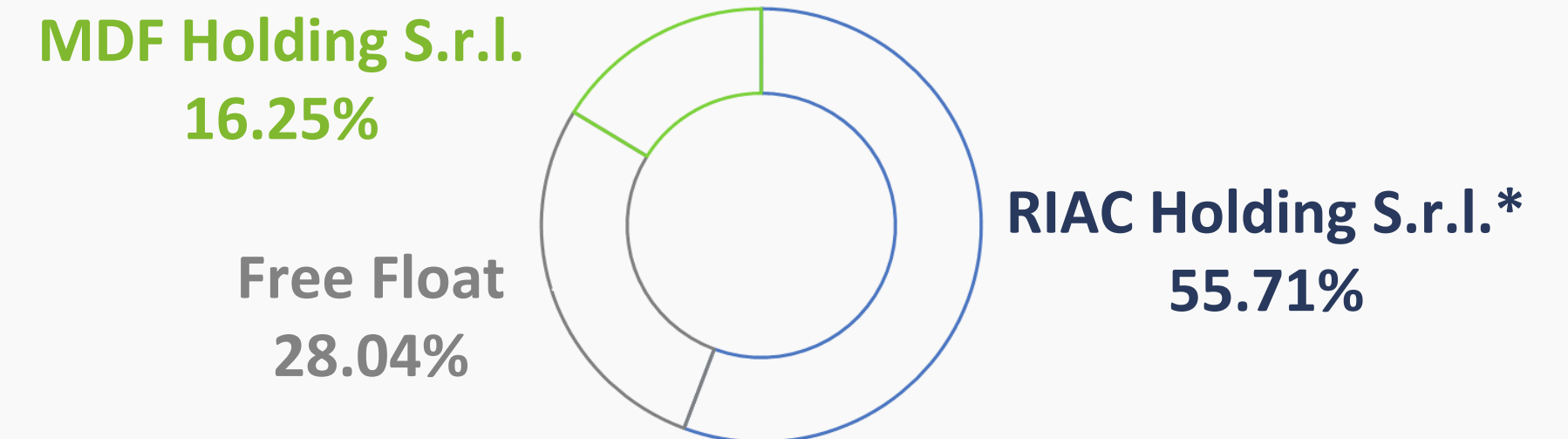
**Deloitte.**      **ALANTRA**      **STIFEL**

## STOCK FIGURES

Outstanding shares post-IPO	6,846,270	Market	EGM
Date IPO	July 29, 2019	Free Float	28.04%
Issue Price (€)	€ 7.50	Market Cap (01/04/2022)	€ 130.08m
		Share Price (01/04/2022)	€ 19.00



## SHAREHOLDERS



(\*) Entirely owned by Riccardo Iacometti who, in addition, holds 200,000 ordinary shares equal to 2.92% of the share capital of Farmaè S.p.A., Included into the Free Float

# Disclaimer

“This Presentation contains certain forward-looking statements. Forward-looking statements concern future circumstances and results and other statements that are not historical facts, sometimes identified by the words "believes," "expects," "predicts," "intends," "projects," "plans," "estimates," "aims," "foresees," "anticipates," "targets," and similar expressions.

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**Thank You**

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