Press release

**FARMAÈ SPA ACQUIRES THE "FARMAEUROPE" BRAND
ANOTHER "ECOMMERCE STAR" JOINS ITALY'S LEADING ONLINE HEALTH AND WELLNESS GROUP**

Viareggio, 16 May 2022 - Farmaè S.p.A. ("**Farmaè**") – 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 – announced today that it has acquired, from Farmaeurope S.r.l., the Farmaeurope trademark and related Internet domain name www.farmaeurope.eu.

The price for the aforementioned acquisition was agreed between the parties in Euro 800,000 + VAT based on an appraisal by an independent expert appointed by Farmaè who confirmed the company value. The price will be paid in several installments through the use of own resources, without resorting to financial debt.

The www.farmaeurope.eu website joins the Group's other health and wellness websites www.farmae.it, www.amicafarmacia.com, www.beautye.it and www.sanort.it, strengthening the Group's leadership in the reference market and giving Farmaè the opportunity to further enrich and diversify its offer.

"Following the integration with AmicaFarmacia," – commented **Riccardo Iacometti**, Founder and Managing Director of **Farmaè** – *"the external growth of our Group continues, and today we are delighted to announce the acquisition of a well-known and consolidated brand in the online channel, as well as their internet domain; this enables us to pursue our development plan. Underlying this operation is a clear strategy, announced and shared with the market, which has led us to become a unique group in the health, wellness and beauty sectors in Italy. We are looking ahead and aim to increasingly strengthen our market leadership, in order to meet the different needs of consumers better and more effectively, improving the services we offer, and focusing on a process of integration between channels, which is fundamental in an ever-changing market".*

The e-commerce platform www.farmaeurope.eu had around 71,000 subscribers by the end of 2021, generating a turnover of approximately EUR 1.6 million.

In 2021 the site ranked 4th, immediately after Farmaè (3rd place), in the "PHARMACY, MEDICAL PRODUCTS" category of the "Le Stelle dell' E-Commerce" research, aimed at identifying the 500 Italian e-commerce excellences that have earned the best reputation among consumers and carried out by Corriere della Sera in collaboration with Statista, an international research and analysis company.

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

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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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