

## Press Release

# FARMAÈ WINS SMAU 2022 INNOVATION AWARD FOR FOCUS ON SUSTAINABILITY

*The media platform and leader in Italy in the Healthcare, Beauty and Wellness sectors was awarded for the ESG path undertaken and the results this has produced, not only in environmental terms but also in economic and social terms*

Viareggio, 12 October 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 – won the Smau 2022 Innovation Award in the Health and Wellness sector.

The prize was awarded at SMAU Milano, a reference event for Italian companies and professionals on innovation and digital issues, and is linked to the Group's achievements in the ESG field. In particular, Farmaè has decided to draw up its sustainability report for the 2022 financial year in 2023 in advance of the legal requirements, with an approach that integrates awareness and concreteness, information, training, and change, in its own companies and in the reference chain. Moreover, the Group has already achieved Carbon Neutrality in 2022, also thanks to the collaboration with the start-up 'B Corp Up2You'.

In addition to the direct benefits on the environment through concrete action to reduce or offset emissions, Farmaè's focus on sustainability also aims to bring positive effects in economic and social terms. On the financial front, for example, the Group aims to obtain a higher rating, facilitating access to credit, while on the social front, the initiatives introduced by the company will be able to attract talent, reducing turnover and fostering greater integration and a better working climate. Finally, Farmaè's sustainable approach will have a positive impact on consumers, current and potential customers, who are increasingly showing their appreciation for companies with transparent and 'virtuous' behaviour.

The award was collected by Daniele Bertuccelli, Head of Corporate Social Responsibility at Farmaè, who commented: "We are very proud of this award, which is part of the broader path we have undertaken and which has already seen us achieve important goals, such as Carbon Neutrality. The next significant step is the drafting of the first Sustainability Report in 2023, which will include the measurement of activities with an environmental impact, the identification of strategies to reduce and streamline emissions, and the presentation to our stakeholders of the most effective solutions with a detailed cost-benefit analysis".

Riccardo Iacometti, Founder and Managing Director of Farmaè, emphasised: "The award testifies to the validity of our ESG strategy, which aims not only to make our Group more sustainable, but also to foster the dissemination of a culture attentive to ESG values among stakeholders. Our Corporate Social Responsibility division was born at the end of 2020 because, regardless of legal obligations, we felt the need to make a concrete commitment to the environment and our stakeholders, and in



just two years we have shown how sustainability can have concrete positive effects inside and outside the company”

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

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#### About Farmaè

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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