



Alantra Roadshow

4 October 2022

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

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

Health, Wellness & Pet

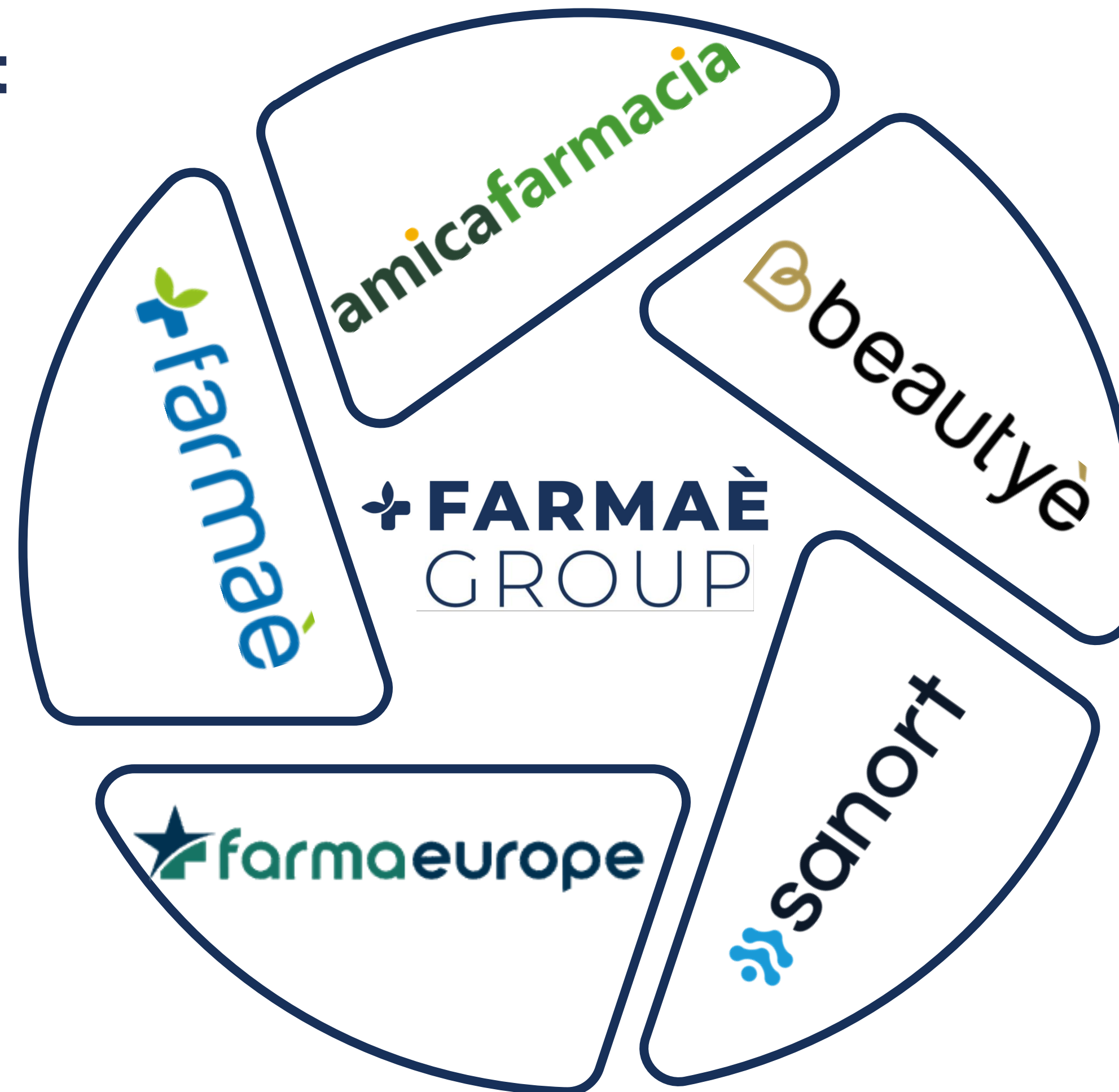
Farmaè Group is the undisputed leader in Italy with its online platforms: www.farmae.it, www.amicafarmacia.com, www.farmaeurope.eu.

Farmaè is present on the national territory, in Tuscany, with 9 physical points of sale.

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

Farmaè has acquired the **Farmaeurope trademark and related Internet domain**. The e-commerce platform had around 71,000 subscribers by the end of 2021.

Farmaè expands its offer and enters the **Pet world**. The new products dedicated to the Pet world have been added to the offer on the portals.



100,000 SKUs*

*SKUs as at 310 June 2022

Beauty

The Group operates in the **Beauty market** (professional sector, hair products and perfumery) with its online platform www.beautyè.it and a shop in Viareggio that combines the experience of the prestige beauty of perfumery with a beauty salon.

Heavy Orthopedics

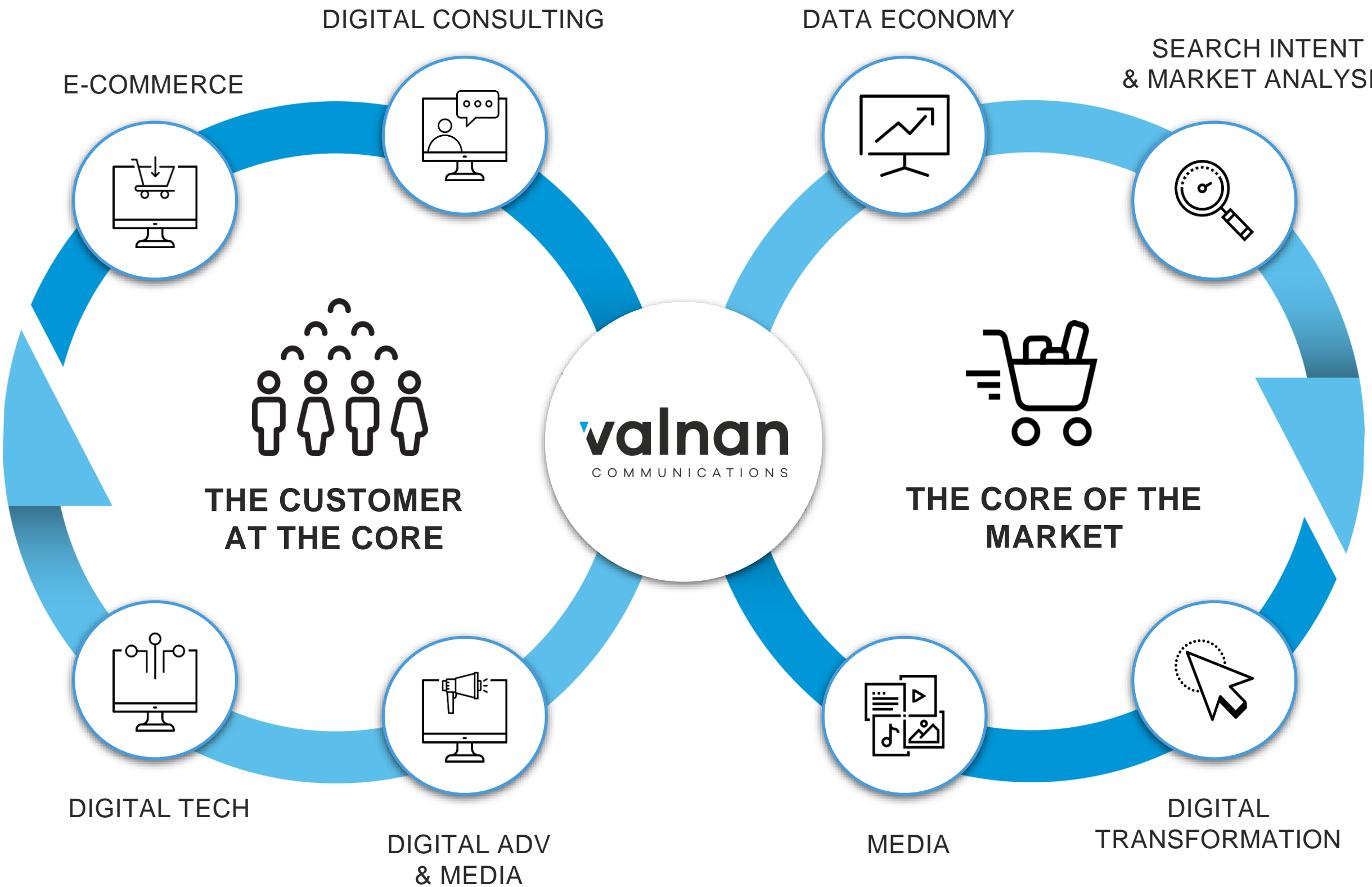
The Group entered the heavy orthopedics market in favor of **health protection for severe disabilities** by acquiring the Sanort brand www.sanort.it.

A results-oriented agency

1H 2022 Valnan Revenues at € 0.6m*

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.



*1H results net of intercompany items

From Data Economy to Media

1H 2022 Co-marketing Revenues at €2.1m*, +31% 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



SHISEIDO



COTY



LVMH

EuroItalia

* As for IFRS Accounting standards, co-marketing revenues amounting to € 2.1 mln have been accounted partly as a reduction of the Cost of Good Sold and partly under Selling and Distribution costs

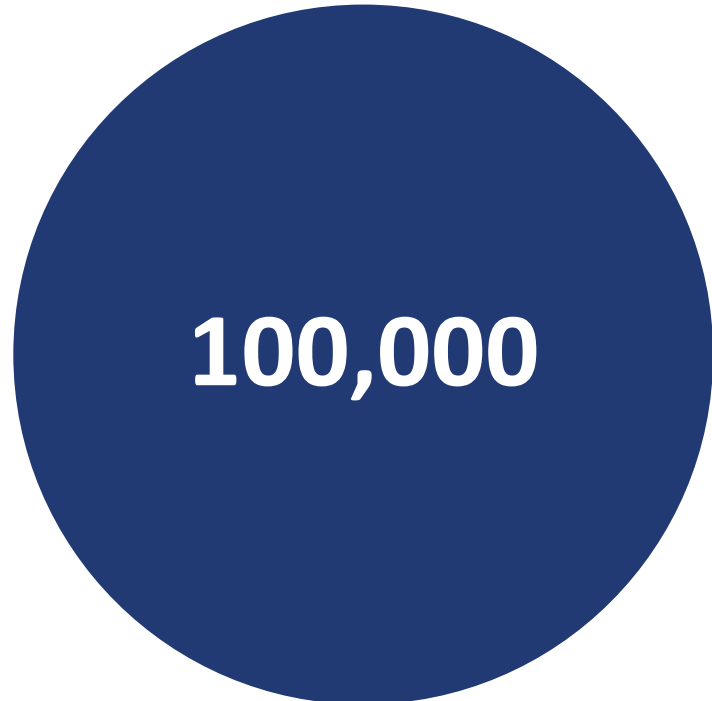


Financials

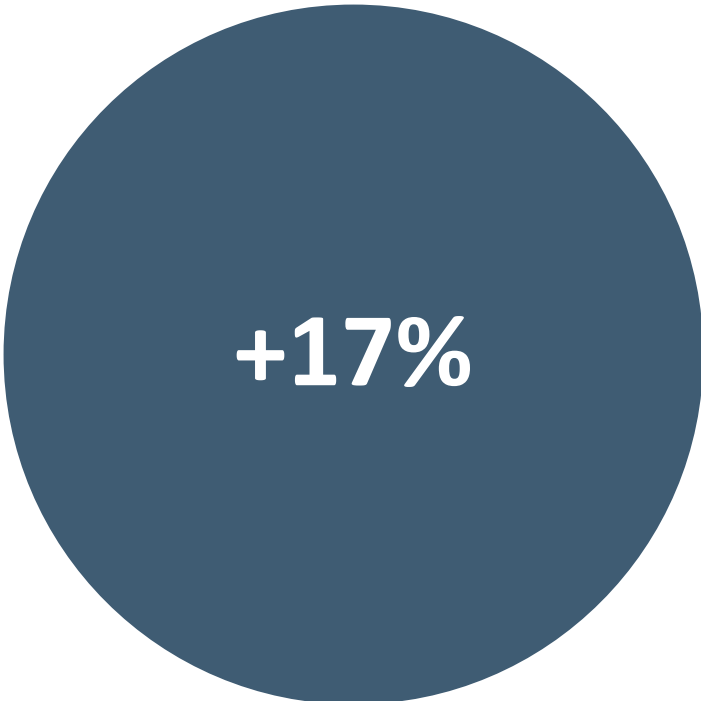
1H results: integration with acquired businesses and economies of scale boost revenues and margins

- **Consolidated revenues: € 52.8 million, +34.5% YoY** driven by the integration of AmicaFarmacia
- **Co-marketing: € 2.1 million, + 31% YoY** confirms the well-established partnership with the industries
- Improvement of **Gross Margin to 32.3%** thanks to economies of scale and AI applied to dynamic prices
- **Impressive performance in EBITDA, up 45% YoY : EBITDA margin at 3.5%** driven mainly by economies of scale, Co-marketing revenues growth and strong control of pricing
- **Net profit doubled to € 0.4 million**

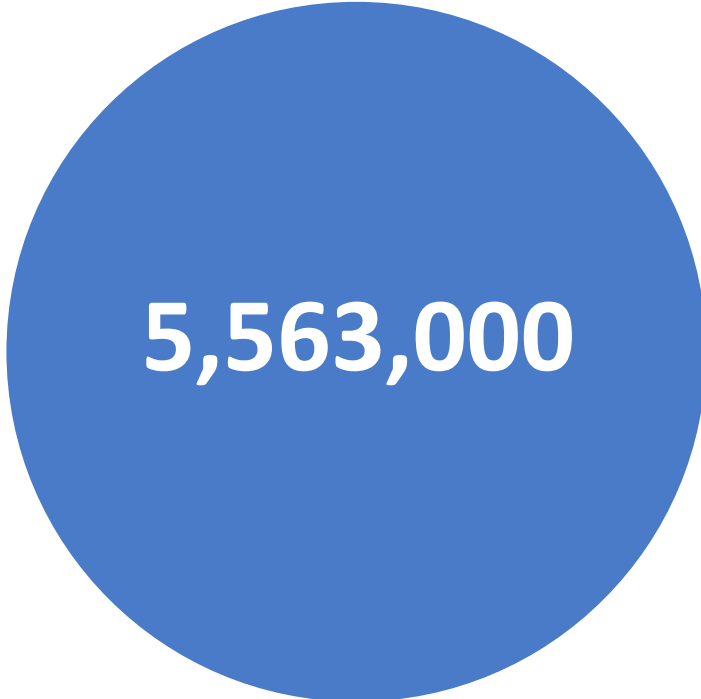
The first online player in Italy in the Healthcare, Beauty and Wellness sector



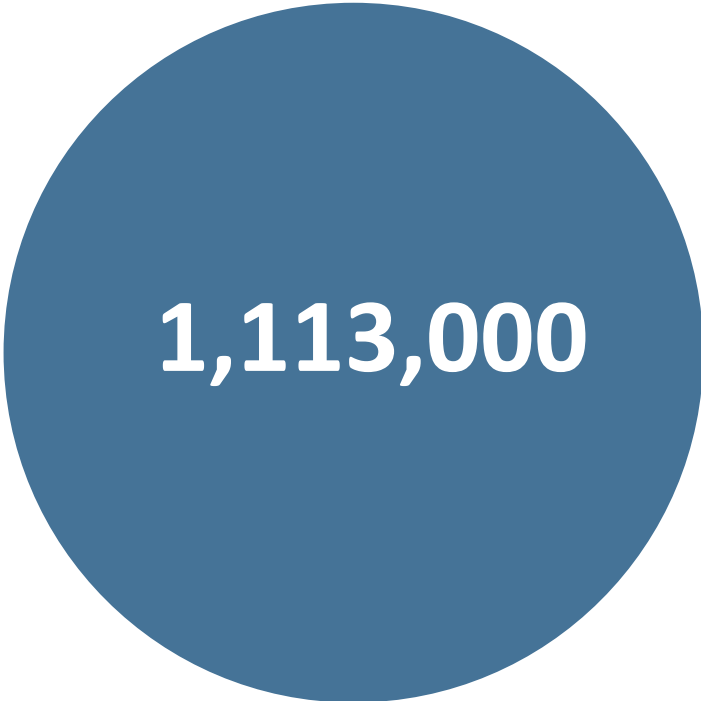
SKUs*



Conversion Rate



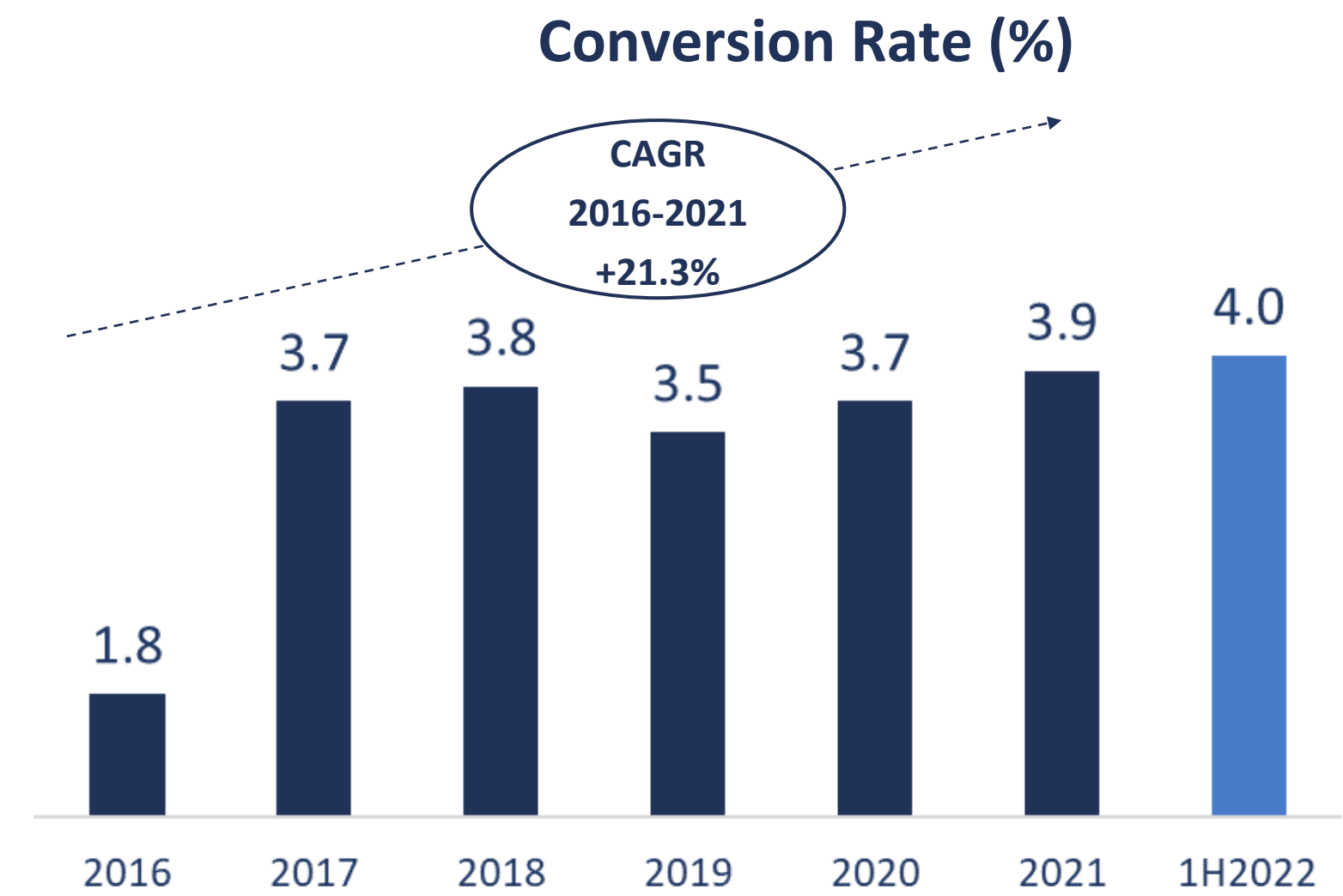
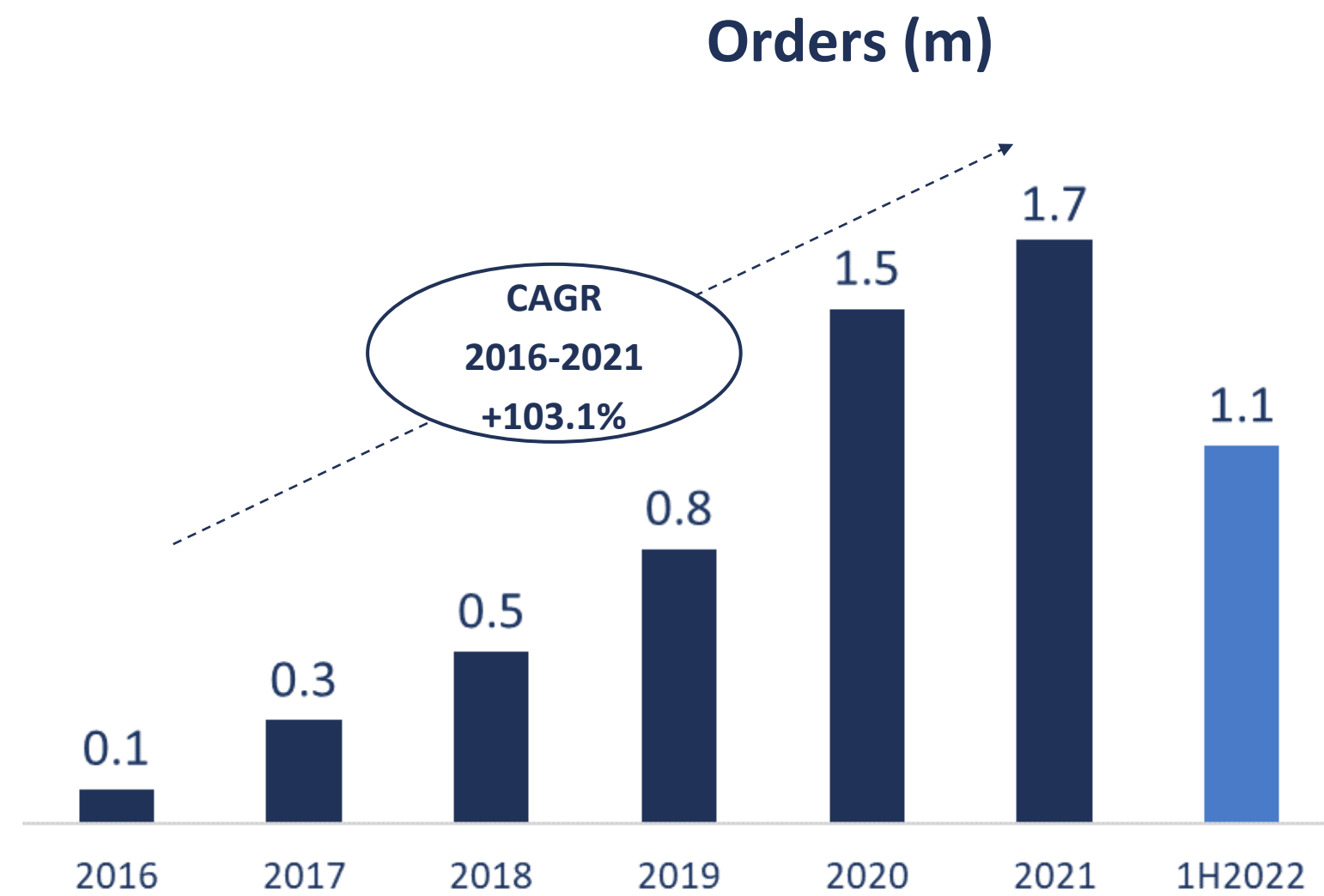
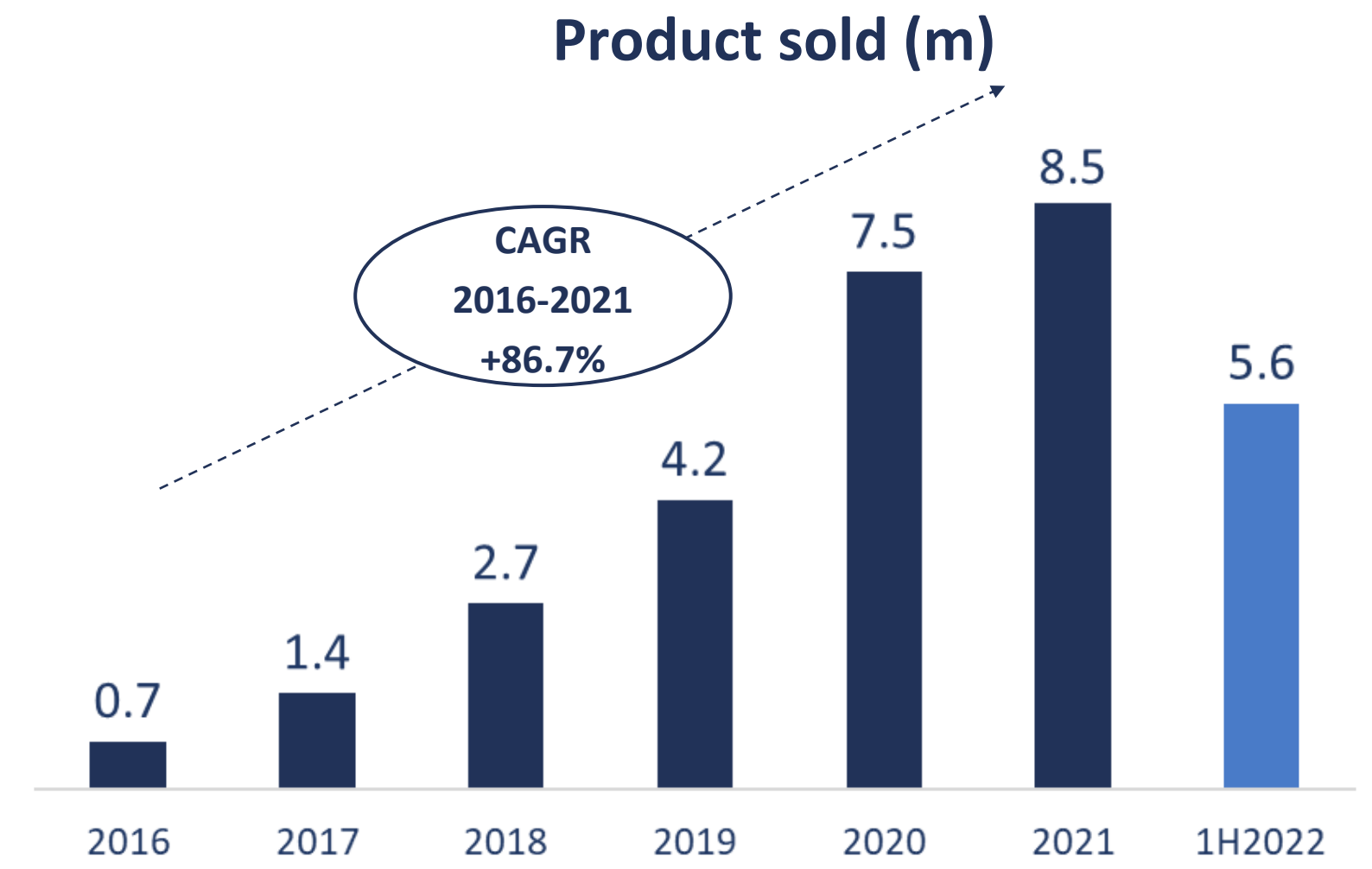
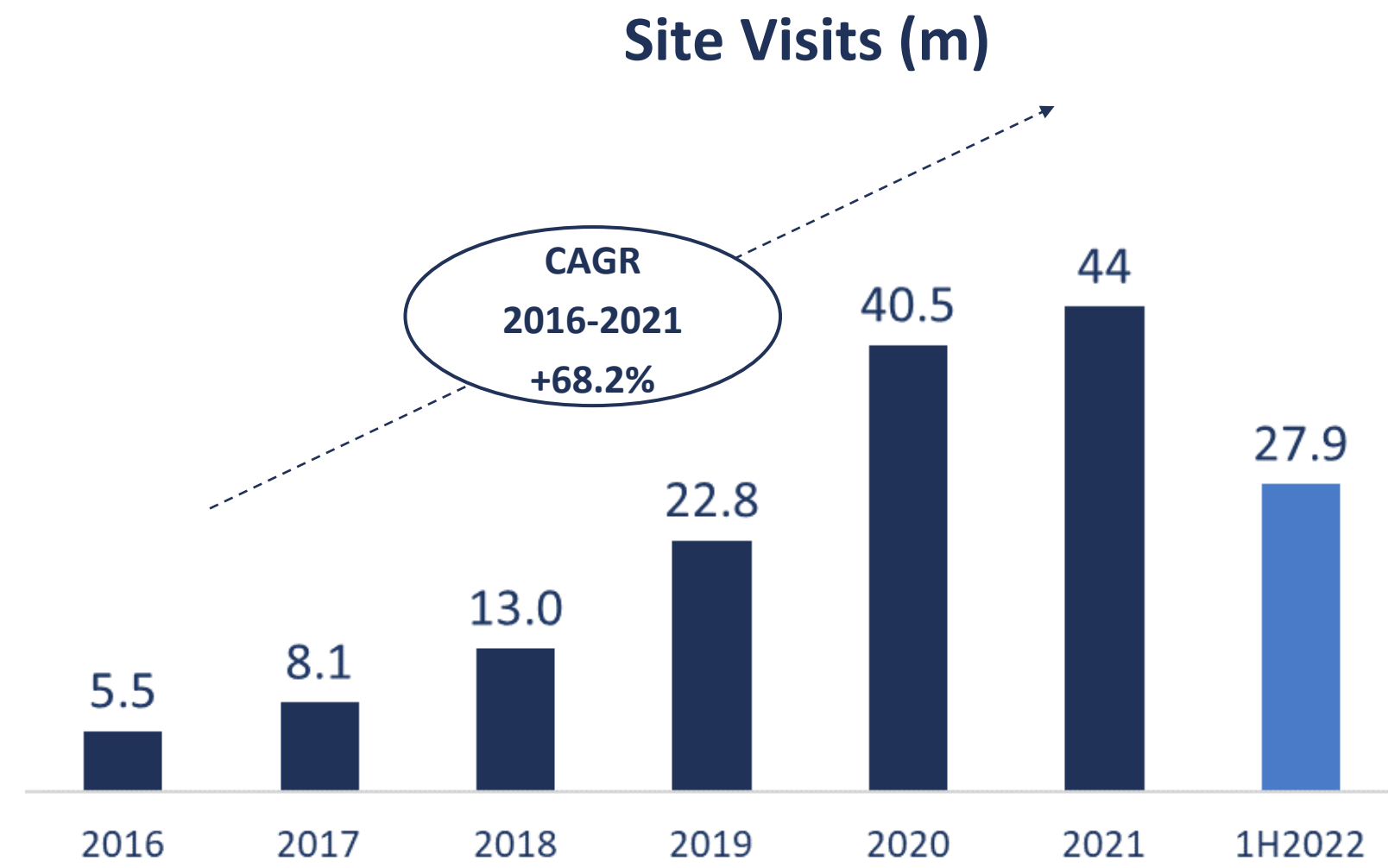
Products sold



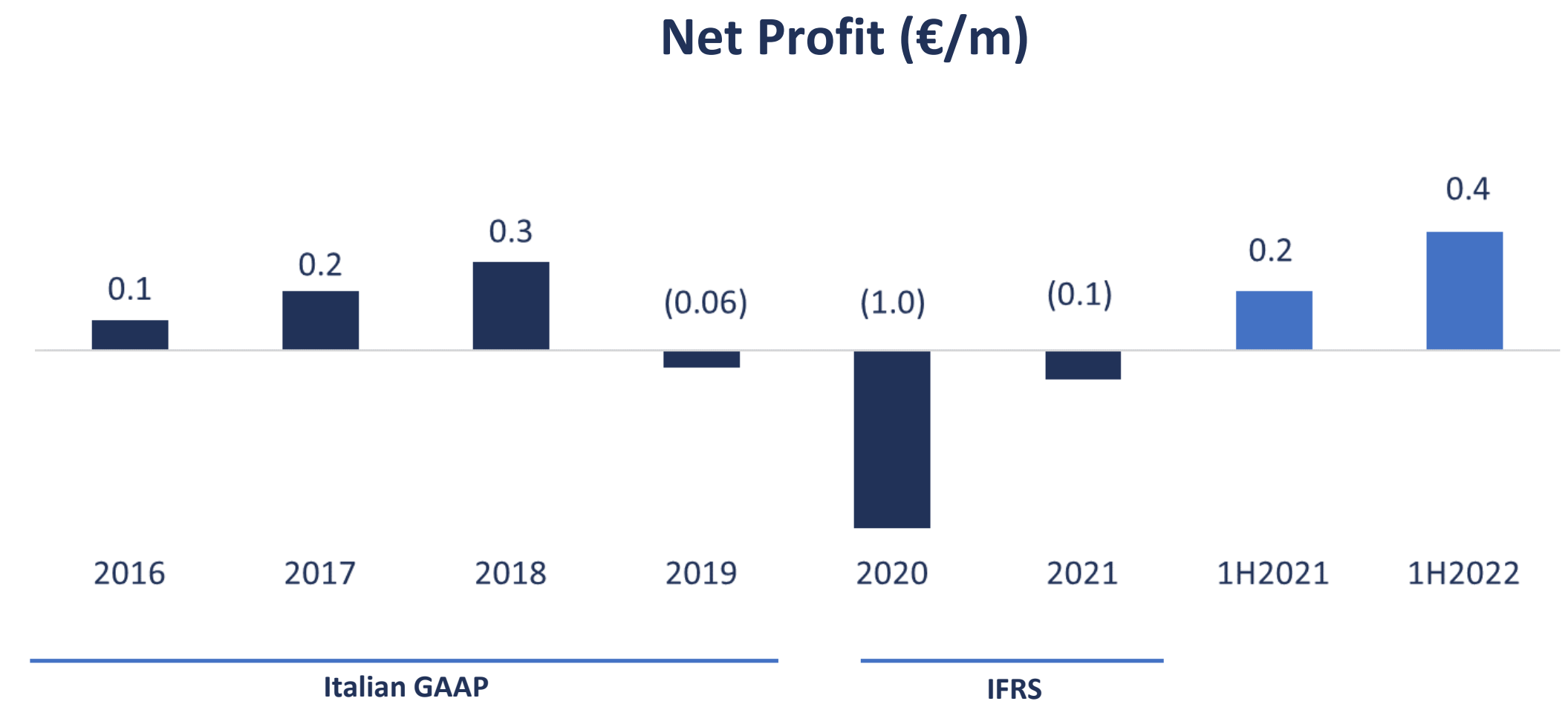
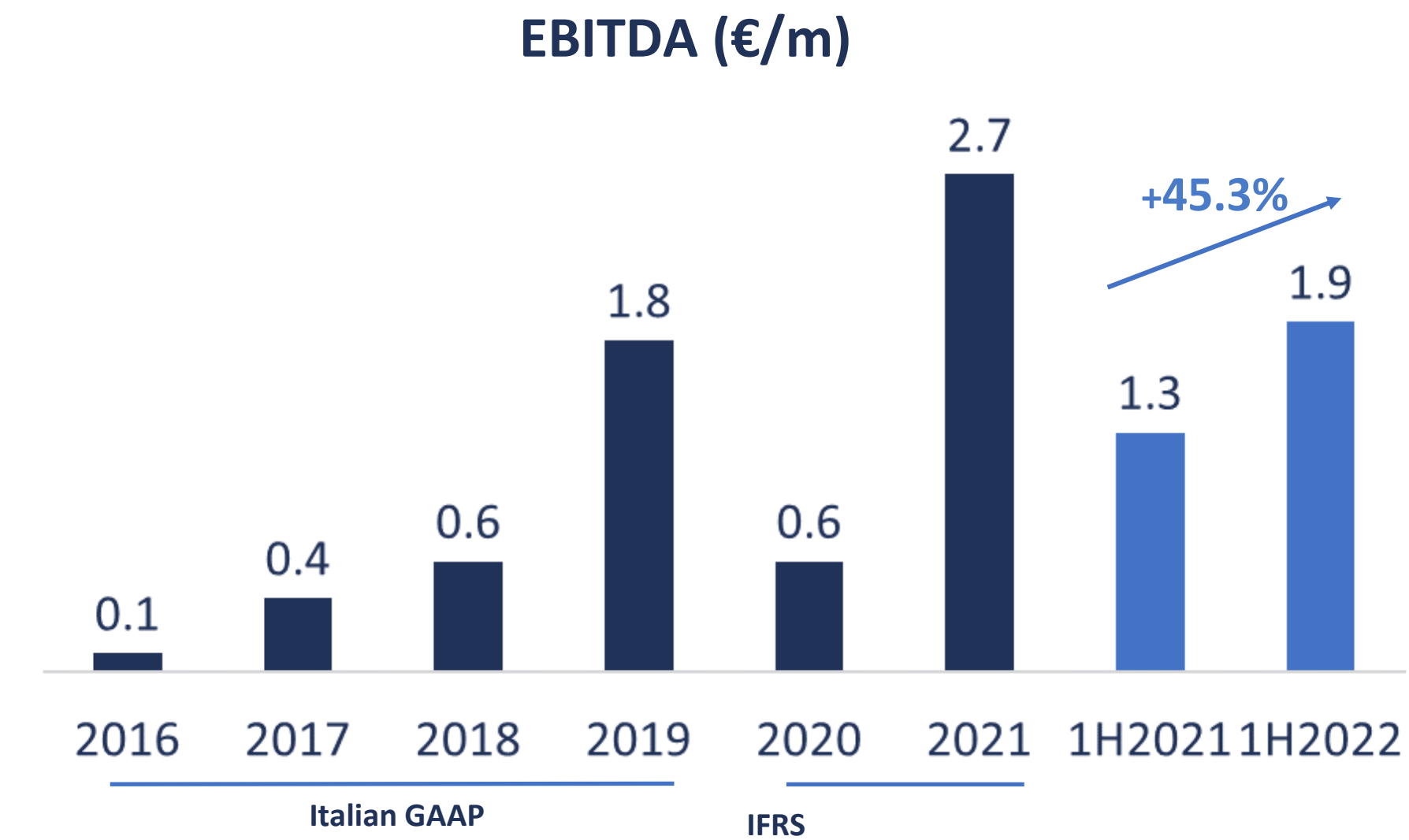
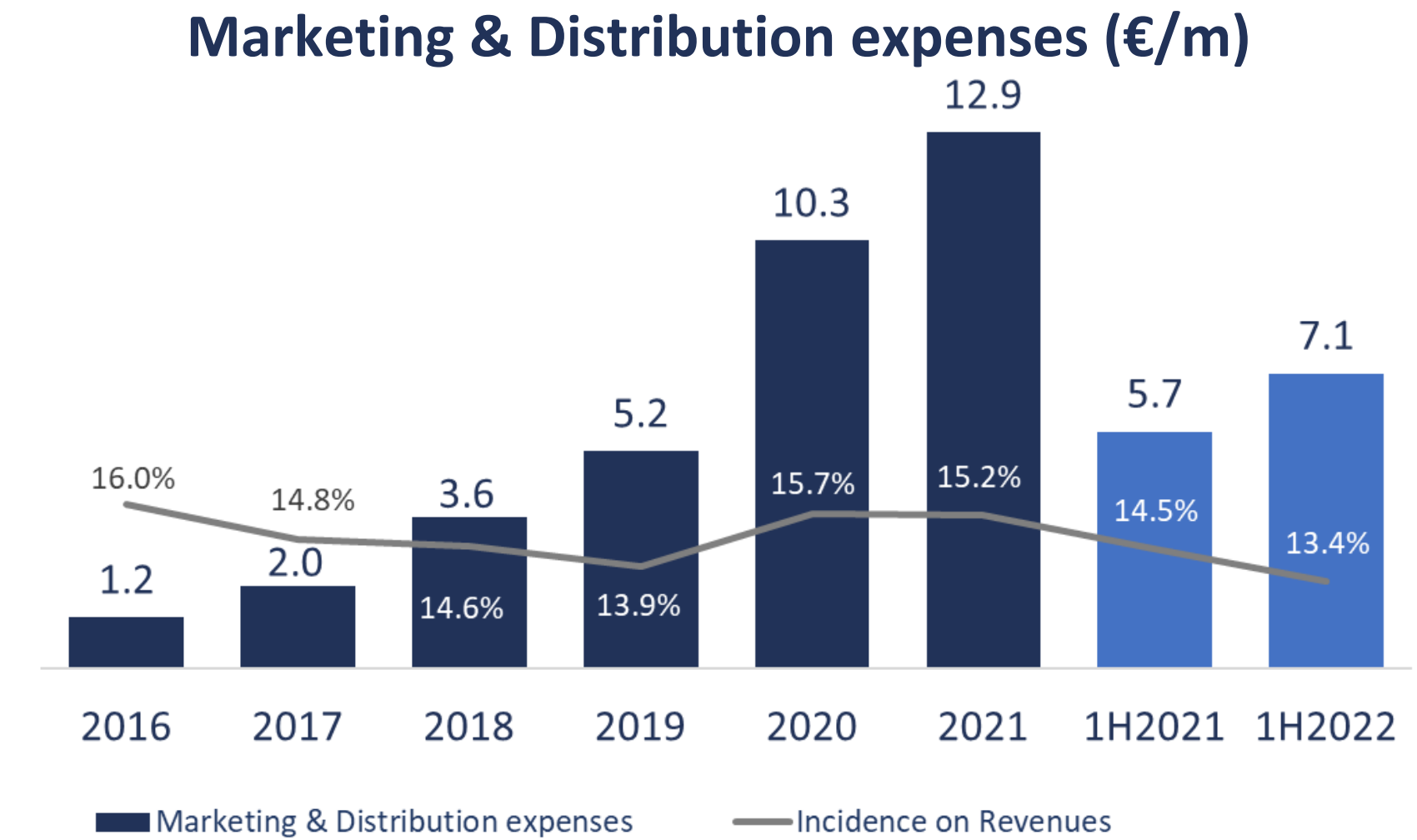
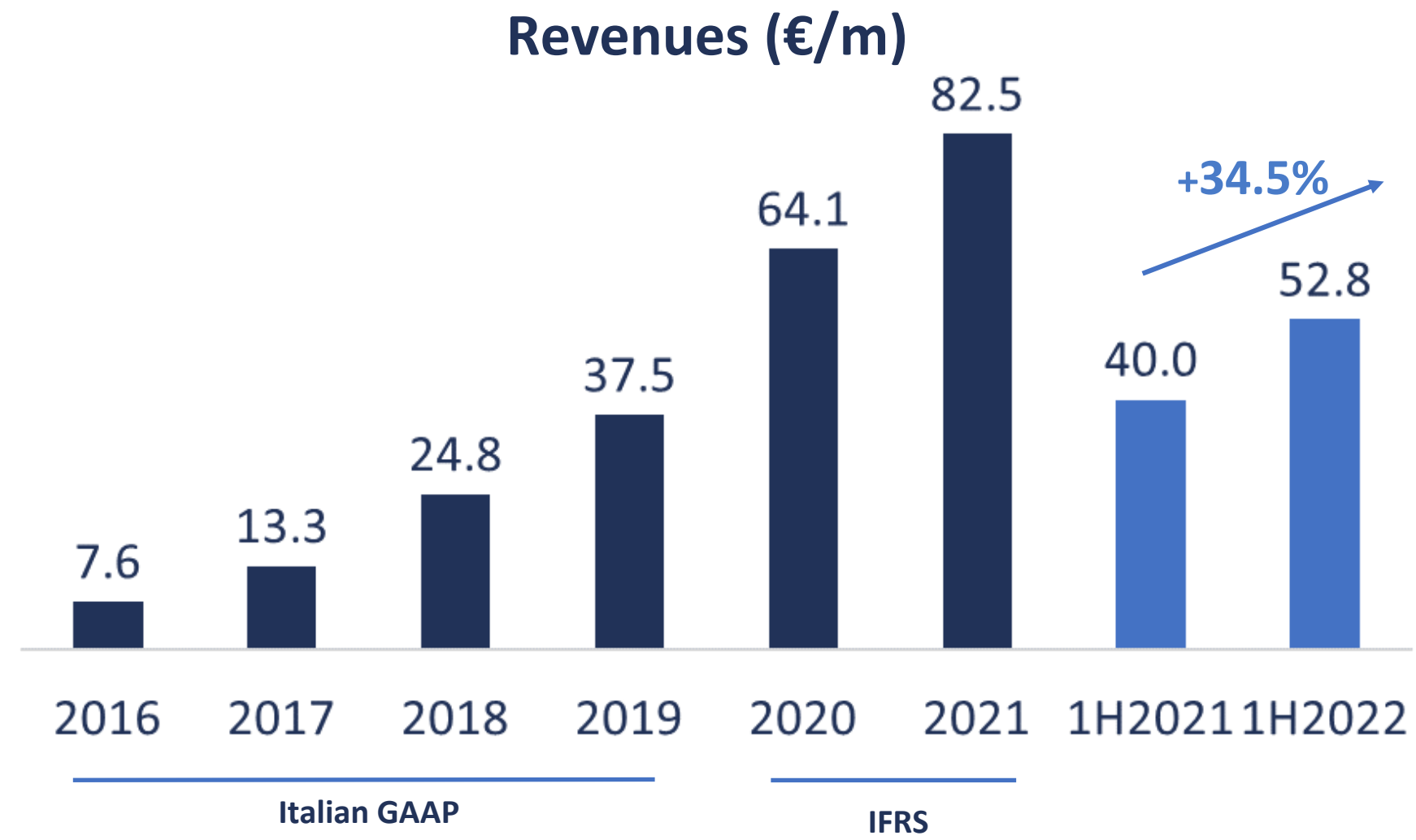
Online Orders



Update on 1H2022 KPIs



Main Financial Highlights

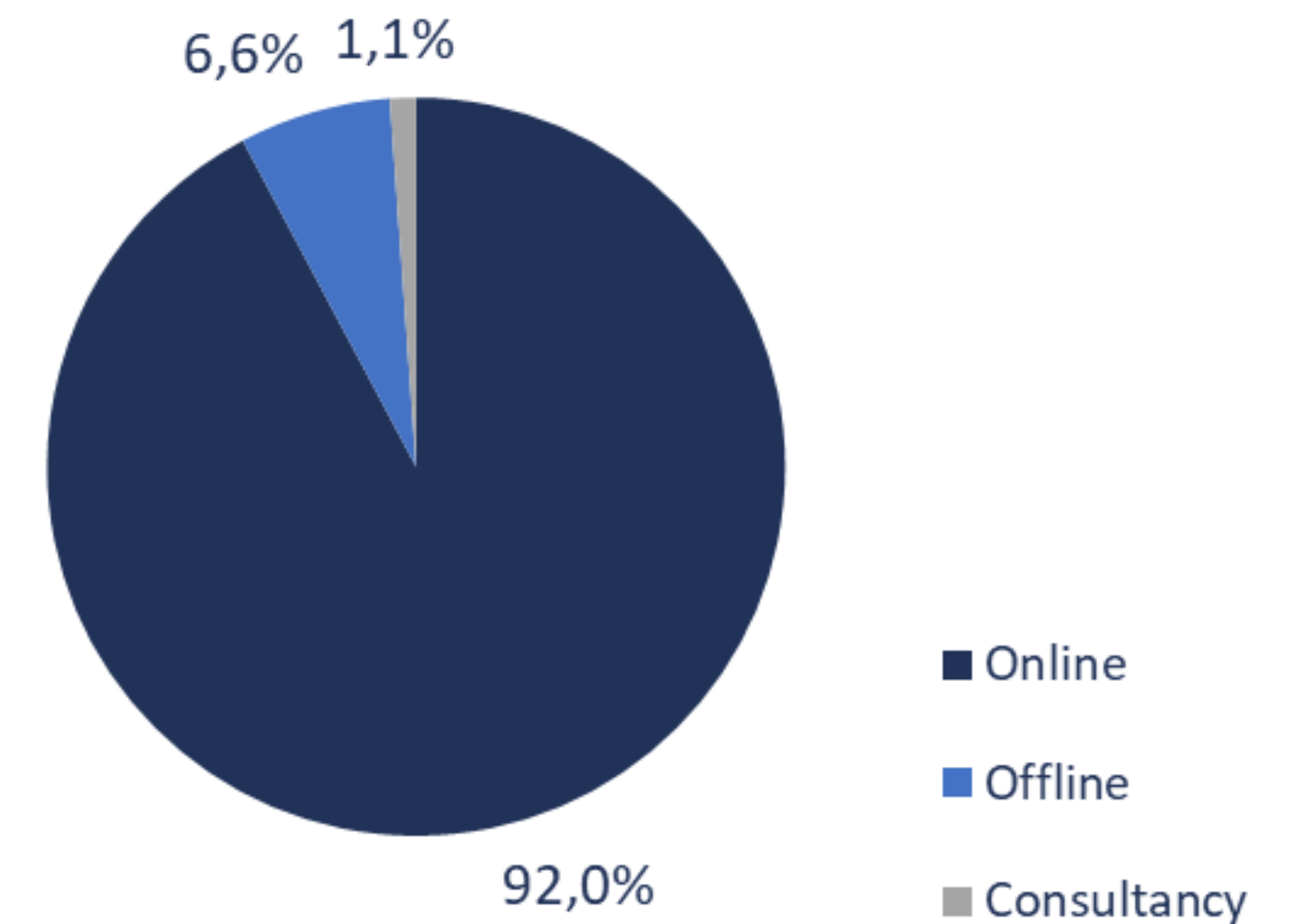


*It should be noted that the scope of consolidation as at 30 June 2022 includes Farmaè S.p.A. (with the results of the Farmaè, Beautyè, Sanort, AmicaFarmacia and Farmaeurope platforms) Valnan S.r.l and the Madonna Della Neve pharmacy, while the Consolidated Half-Year Report as at 30 June 2021 did not include AmicaFarmacia and the related physical pharmacy acquired on 1 October, and the Farmaeurope platform operational since May 2022.

Profitability improves

1H2022 vs. 1H2021			
€/mln	1H2022	1H2021	YOY
Sales	52.8	39.3	34.5%
Gross Margin	17.1	12.5	4.6
<i>Gross Margin</i>	32.4%	31.8%	0.6%
Selling and distribution as percentage of sales	-23.7%	-24.9%	1.3%
Administrative costs as percentage of sales	-7.0%	-5.6%	-1.4%
Other operating expenses as percentage of sales	-	-0.1%	n.d.
EBITDA	1.9	1.3	0.6
<i>EBITDA margin</i>	3.5%	3.2%	0.3%
EBIT	0.8	0.5	0.3
Net results	0.4	0.2	0.2

Revenues breakdown



Proven execution in integrating acquired companies or brands



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

Online Platform



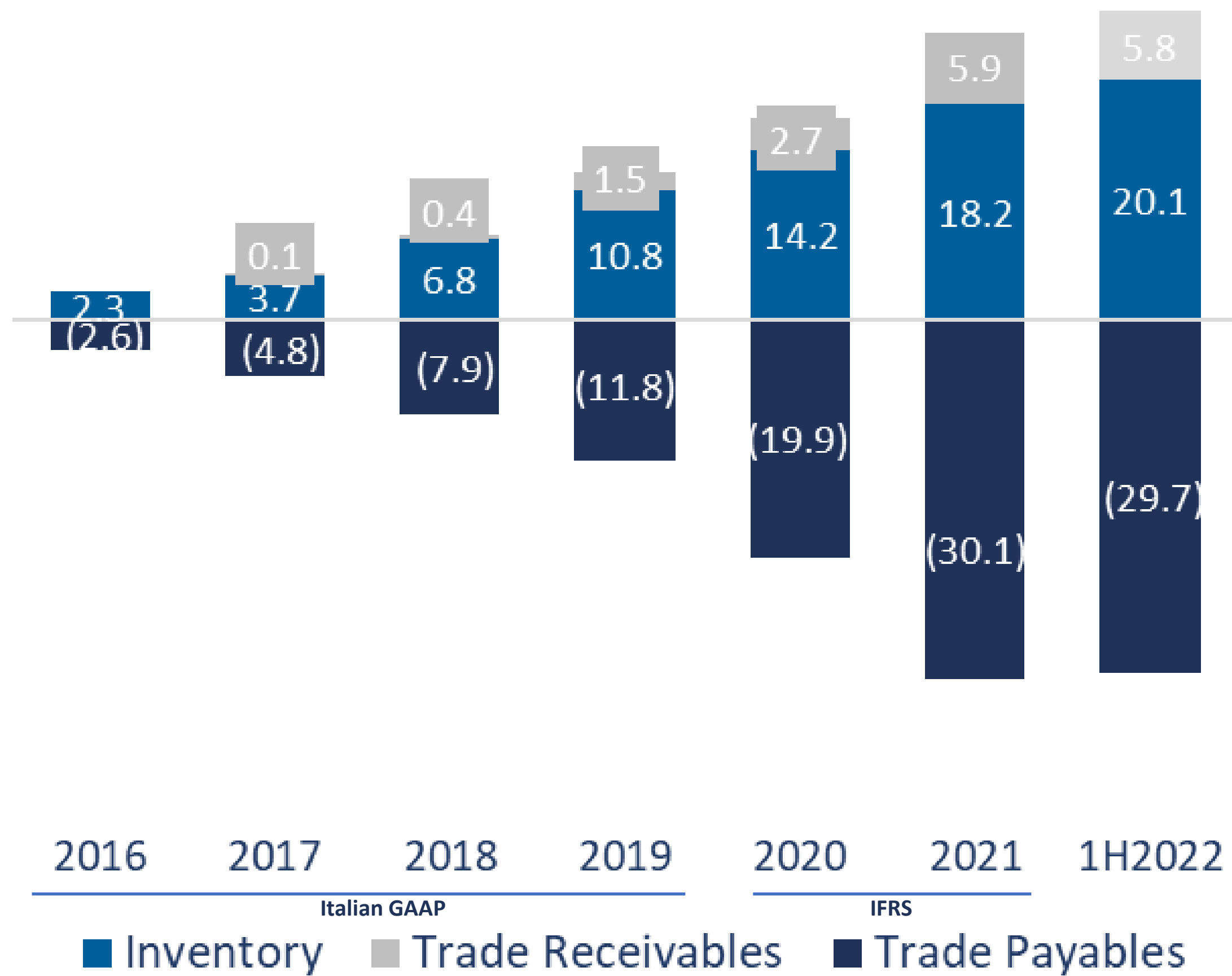
www.farmae.it
www.amicafarmacia.com
www.farmaeurope.eu



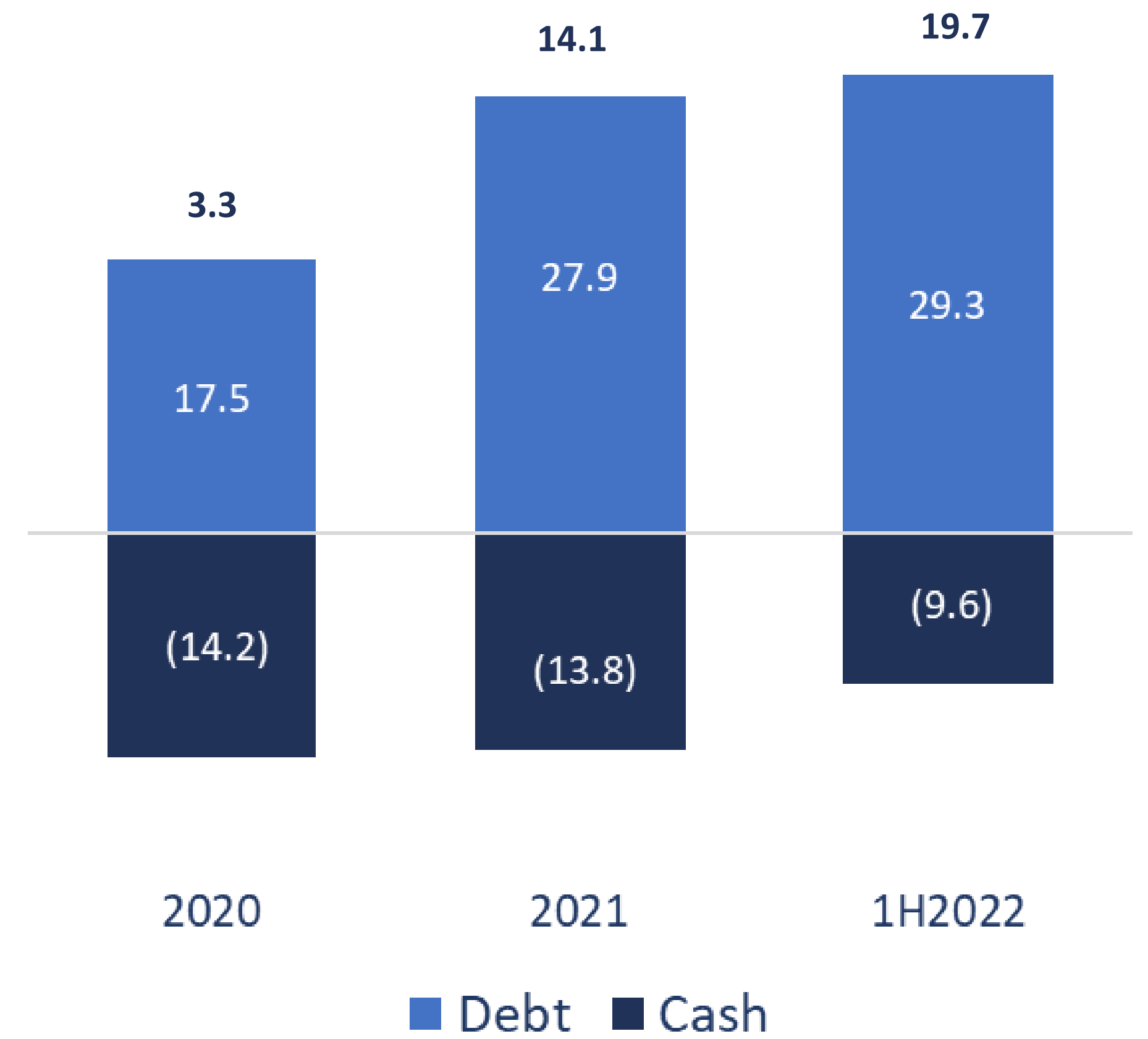
- ✓ One single entity Farmaè S.p.A.;
- ✓ A **unique phurchase department** with better commercial conditions due to enlarged critical mass;
- ✓ A **unique organisation** (Marketing, Finance & Administration, etc);
- ✓ **Better conditions** with major suppliers for delivery, payment fees, marketing costs , etc.
- ✓ **Conversion rate** of AmicaFarmacia from **2.1% to 3.6%**
- ✓ AmicaFarmacia average ticket from €50 to €53

Solid Balance Sheet

Net Working Capital (€/m)



Net Financial Position (€/m)



Strategy and Outlook

Group strategy

Achieving a Profitable Growth



People

Value of the person is key

Continued training of employees

Continuous hiring in key areas of the business

International Culture



Commercial

Organic growth and M&A

Leadership consolidation on the online channel by expanding the customer base and improving the loyalty rate

Entry into other commercial channels

Retail channel development

Launch of Co-Marketing & Media also in other merchandise sectors



Services

Improvement of Logistics Capacity

Shipping in 24 hours

Weekend delivery

Dinner time delivery

Option of delivery choice for the consumer

Telephone purchase

Technical support



Tech & Marketing

Evolution of technological platforms

Artificial intelligence

Media mix evolution and communication activities (e.g. TV campaign)

Acquisition and retention of market share (e.g. repurchase rate)

ESG strategy

THE PLAN. In 2021 we formulated our strategic sustainability plan confirming our commitment to sustainable growth and the importance we attach to **environmental and social responsibility within the Group's business model**. The Plan provides for the identification, through the **materiality analysis**, of the issues that reflect the significant **economic, environmental and social impacts for the Group and that influence the assessments and decisions** of stakeholders. The path then includes the implementation of medium and long-term projects aimed at achieving **the 17 Sustainable Development Goals (SDGs)** set out in the UN 2030 Agenda for Sustainable Development.

OBJECTIVES AND PROJECTS. The sustainability plan of the Farmaè Group includes **objectives for reducing the environmental impact including the recycling of plastic waste present in the sea and the reduction of its own carbon emissions** and, for non-reducible emissions, compensation through the purchase of carbon credits in the framework of certified projects. Farmaè Group is also committed to constantly improve **the environmental and social standards of its supply chain** thanks to close collaboration with its partners. promoting diversity to create an increasingly inclusive culture encouraging the development of the local community with projects of high social value.

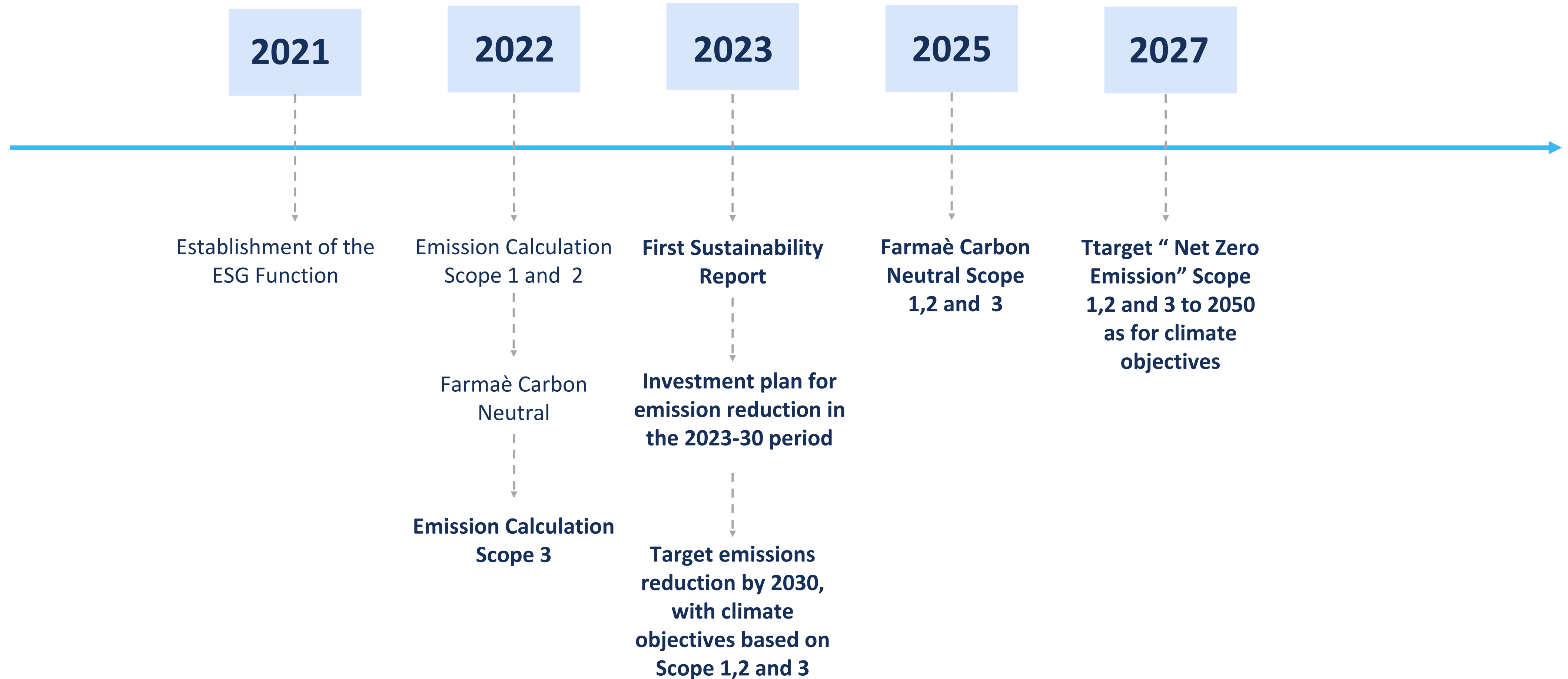
THE RESULTS. This path will lead to the publication of the **Group's first sustainability report in 2023 relating to the year 2022**.

We are actively engaged in medium and long term projects (Carbon Footprint, Welfare, Governance, Social) aimed at achieving

17 Sustainable Development Goals

included in the UN agenda for 2030

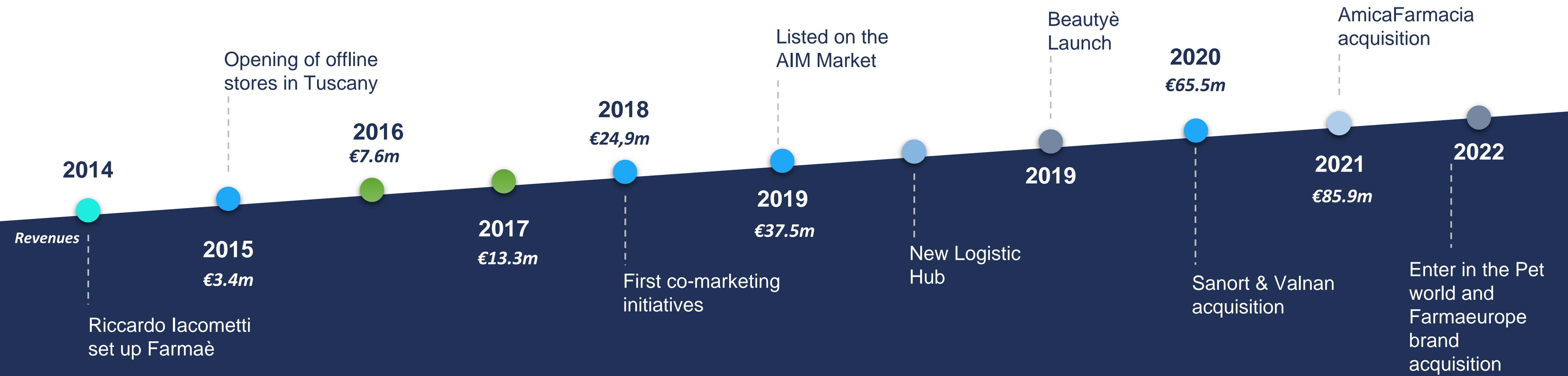
ESG timeline



Appendix

A unique history of growth

The growth speed is the main driver for a successful positioning








Governance

BOARD OF DIRECTORS

-  **Riccardo Iacometti**
Chairman & CEO
-  **Alberto Maglione**
Vice Chairman
-  **Marco Di Filippo**
Director General Manager of AmicaFarmacia
-  **Giuseppe Cannarozzi**
Director
-  **Vincenza Colucci**
Director
-  **Giovanni Bulckaen**
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

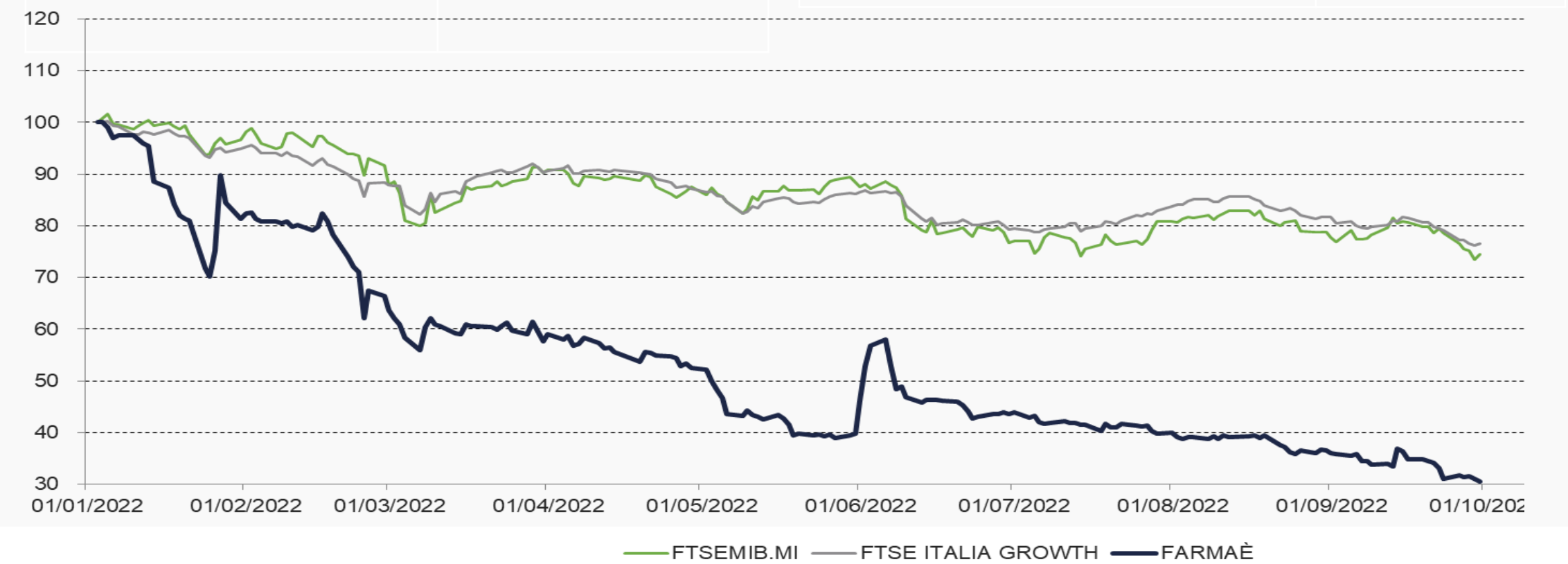
Deloitte.

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 (30/09/2022)	€ 67.26m
		Share Price (30/09/2022)	€ 9.82



SHAREHOLDERS



(*) Owned by Riccardo Iacometti (70%), Andrea Iacometti (20%) and Cinzia Rossi (10%). In addition, Riccardo Iacometti holds 200,000 ordinary shares equal to 2.92% included into the Free Float



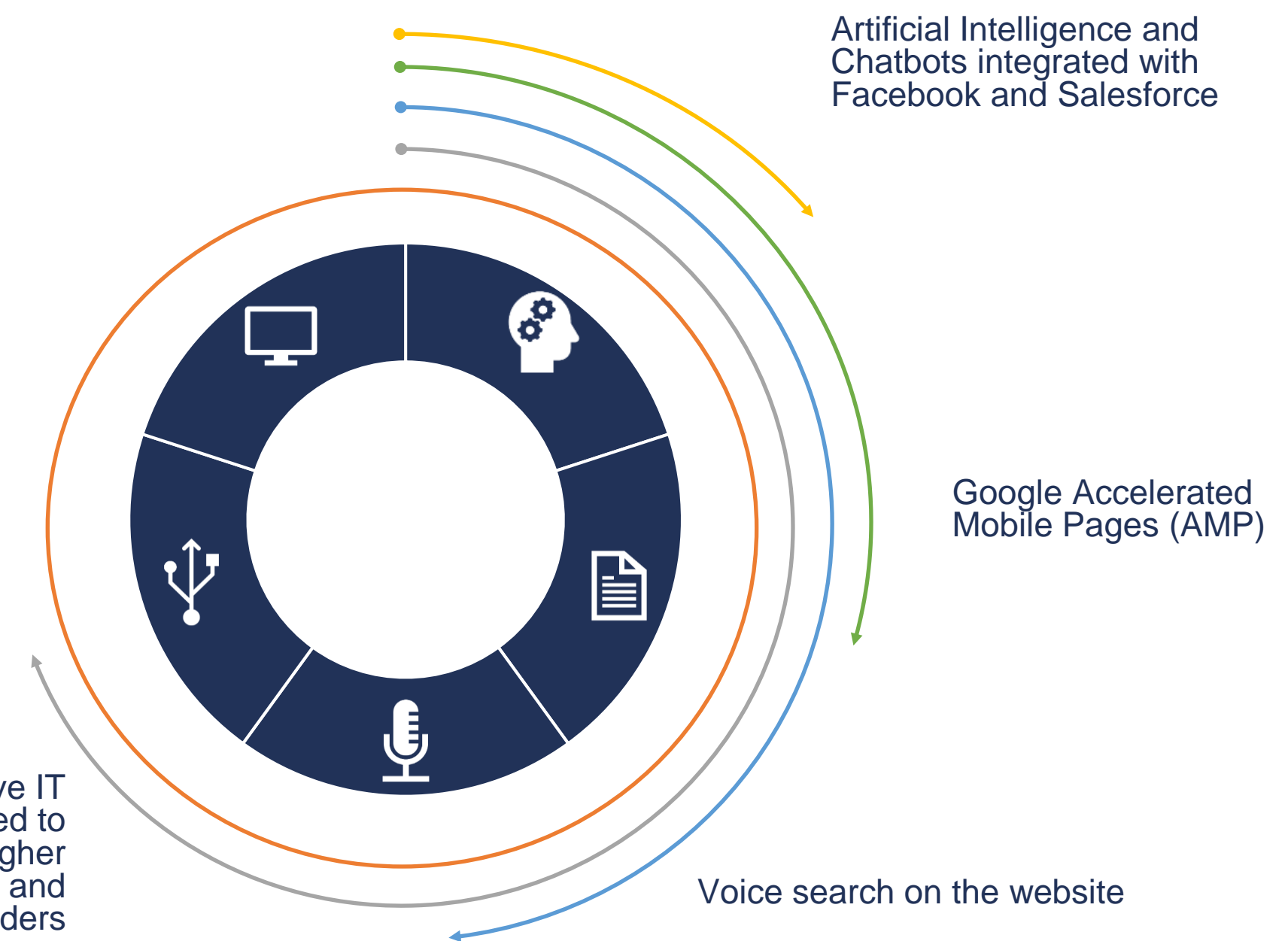
Technological development to support business

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.

State-of-the-art personalized, user-friendly platform (both for mobile and desktop users) enabling data matching between online and offline

Best-in-class and innovative IT infrastructure designed to accommodate significantly higher volumes of traffic, customers and orders



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



29.9€

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



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“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.

Forward-looking statements contained in this Presentation, including assumptions, opinions and views of Farmaè S.p.A. (“**Farmaè**” or the “**Company**”) or cited from third party sources, are solely opinions and forecasts reflecting current views with respect to future events and plans, estimates, projections and expectations which are uncertain and subject to risks. Market data used in this Presentation, which are not attributed to a specific source, are estimates made by the Company and have not been independently verified. These statements are based on certain assumptions that, although reasonable at this time, may prove to be erroneous. By their nature, forward-looking statements involve a number of risks, uncertainties and assumptions that could cause actual results or events which materially differ from those expressed or implied by the forward-looking statements. If certain risks and uncertainties materialize, or if certain underlying assumptions prove incorrect, the Company could be unable to achieve its financial targets and strategic objectives.

A multitude of factors which are in some cases beyond the Company’s control can cause actual events differ significantly from any anticipated development. Forward-looking statements contained in this Presentation regarding past trends or activities should not be taken as a representation that such trends or activities will continue in the future. No one undertakes any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Forward-looking statements refer only as of the date of this Presentation and are subject to change without notice. No representations or warranties, express or implied, are given as to the achievement or reasonableness of, and no reliance should be placed on, any forward-looking statements, including (but not limited to) any projections, estimates, forecasts or targets contained herein. Farmaè does not undertake to provide any additional information or to remedy any omissions in or from this Presentation. Farmaè does not intend, and does not assume any obligation, to update industry information or forward-looking statements set forth in this Presentation. This Presentation does not constitute a recommendation regarding the securities of the Company.

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Thank You

 **FARMAÈ**GROUP