



# Roadshow Stifel

16 November 2022

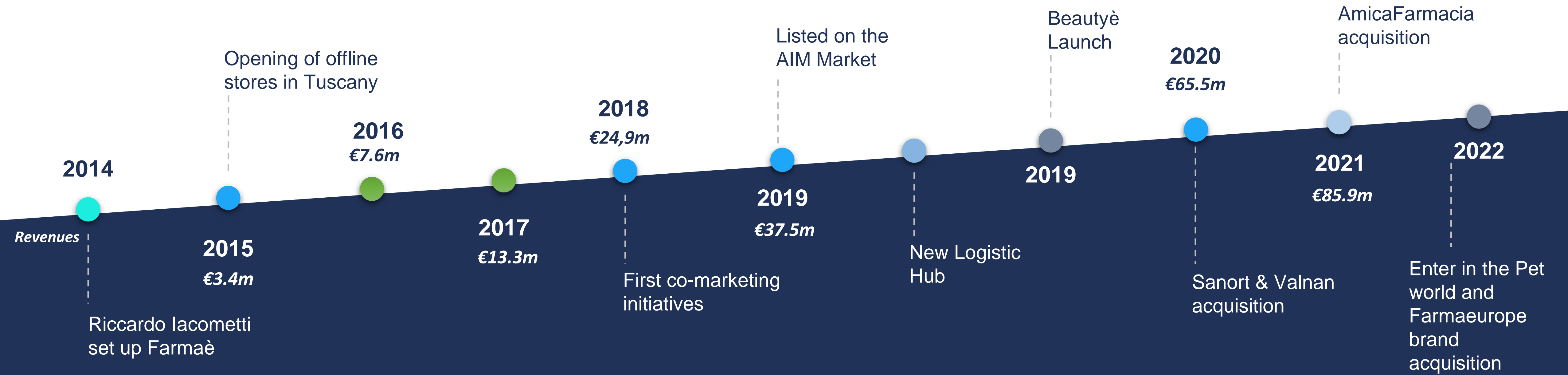


**The first true Multi-Channel online player  
in Europe in the reference Macro Sector**



# A unique history of growth

The growth speed is the main driver for a successful positioning



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

## Health, Wellness & Pet

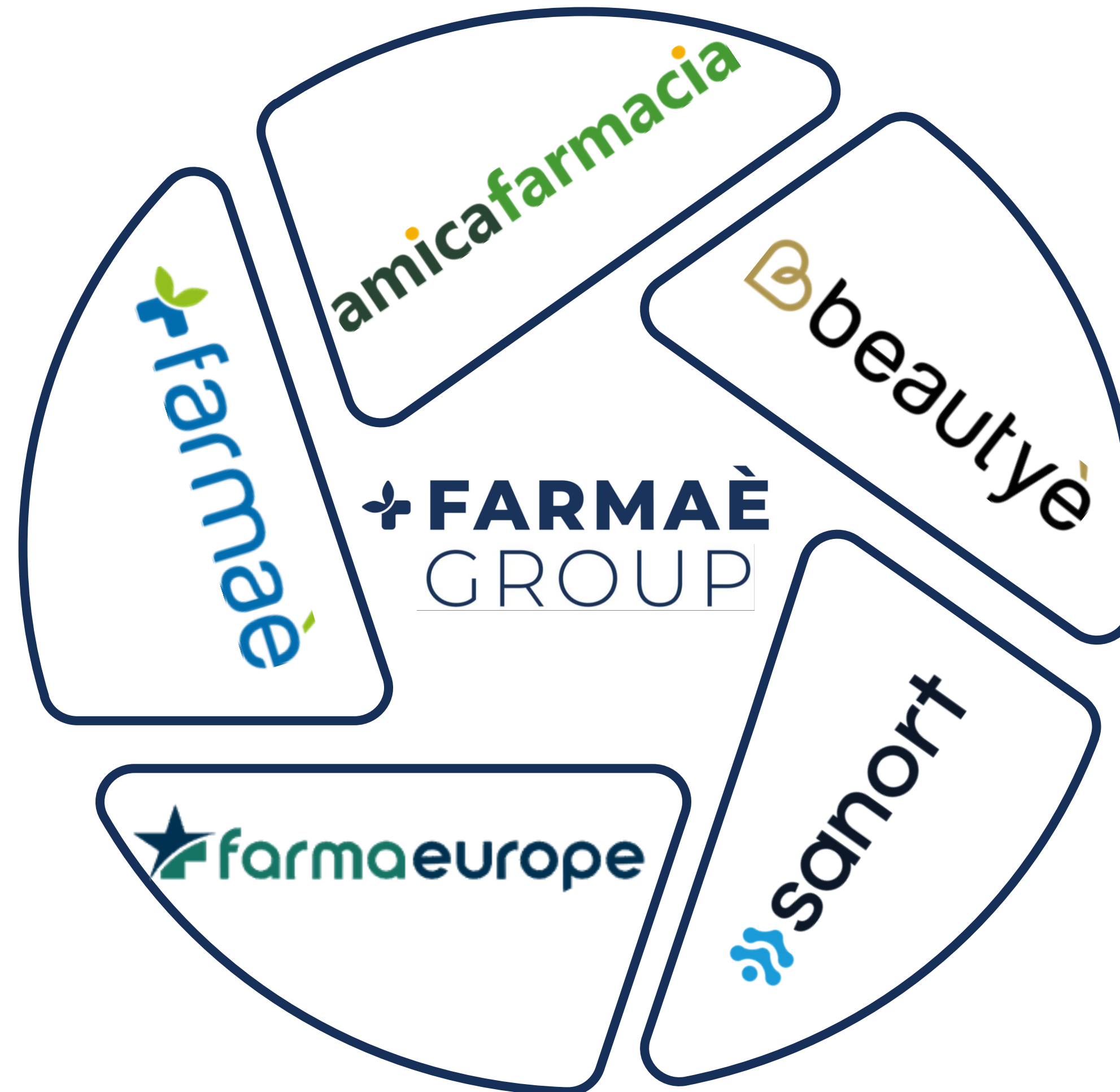
Farmaè Group is the undisputed leader in Italy with its online platforms: [www.farmae.it](http://www.farmae.it), [www.amicafarmacia.com](http://www.amicafarmacia.com), [www.farmaeurope.eu](http://www.farmaeurope.eu).

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 30 June 2022

## Beauty

The Group operates in the **Beauty market** (professional sector, hair products and perfumery) 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

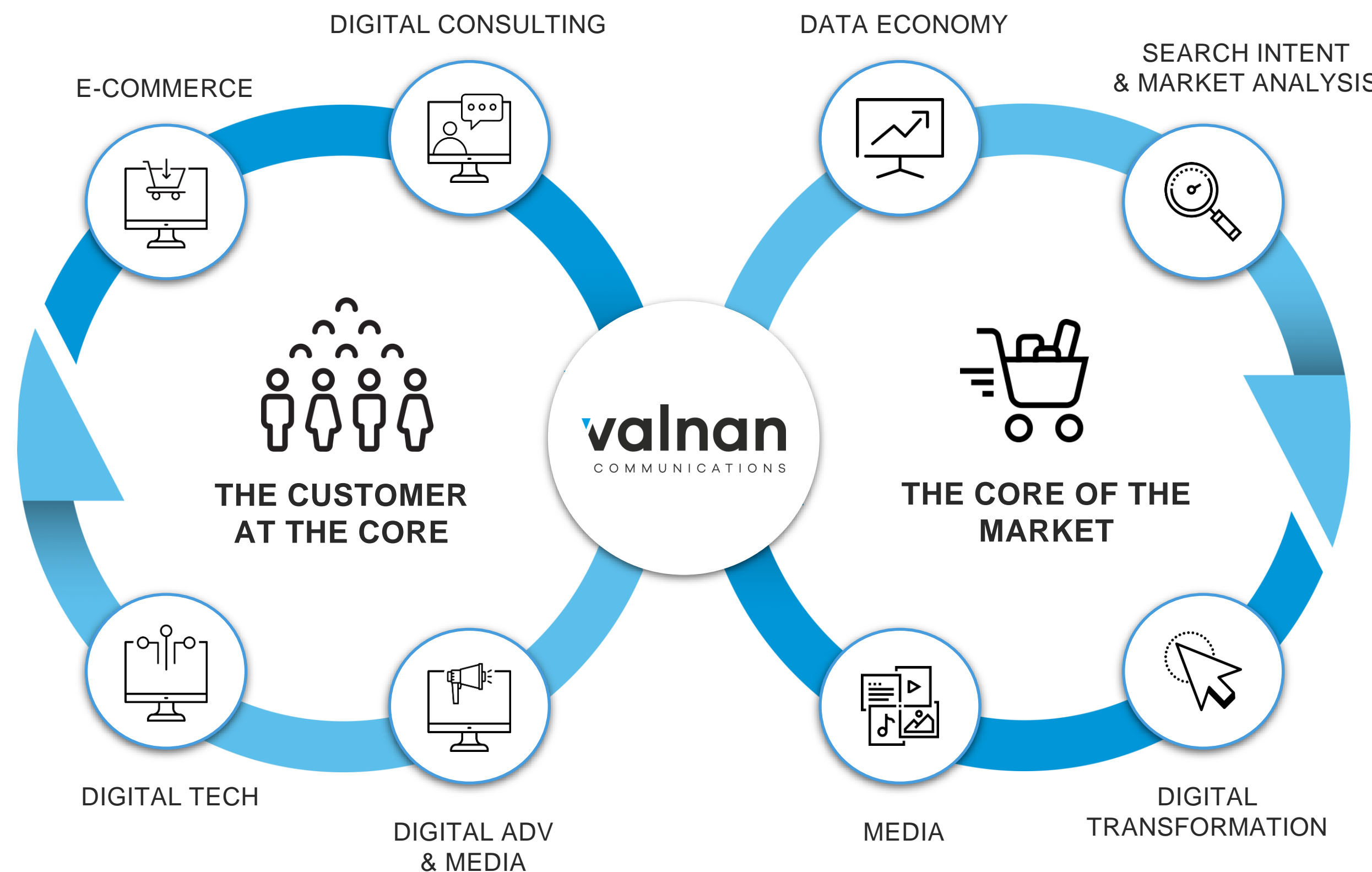
The Group entered the heavy orthopedics market in favor of **health protection for severe disabilities** by acquiring the Sanort brand [www.sanort.it](http://www.sanort.it).

# A results-oriented agency

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.



# From Data Economy to Media

9M 2022 Co-marketing Revenues at € 3.1m\*, +29% 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 a result of the new IAS/IFRS-compliant reporting, co-marketing revenues will be recognised partly as a reduction of Cost of Sales and partly as a reduction of Selling & Distribution Costs.



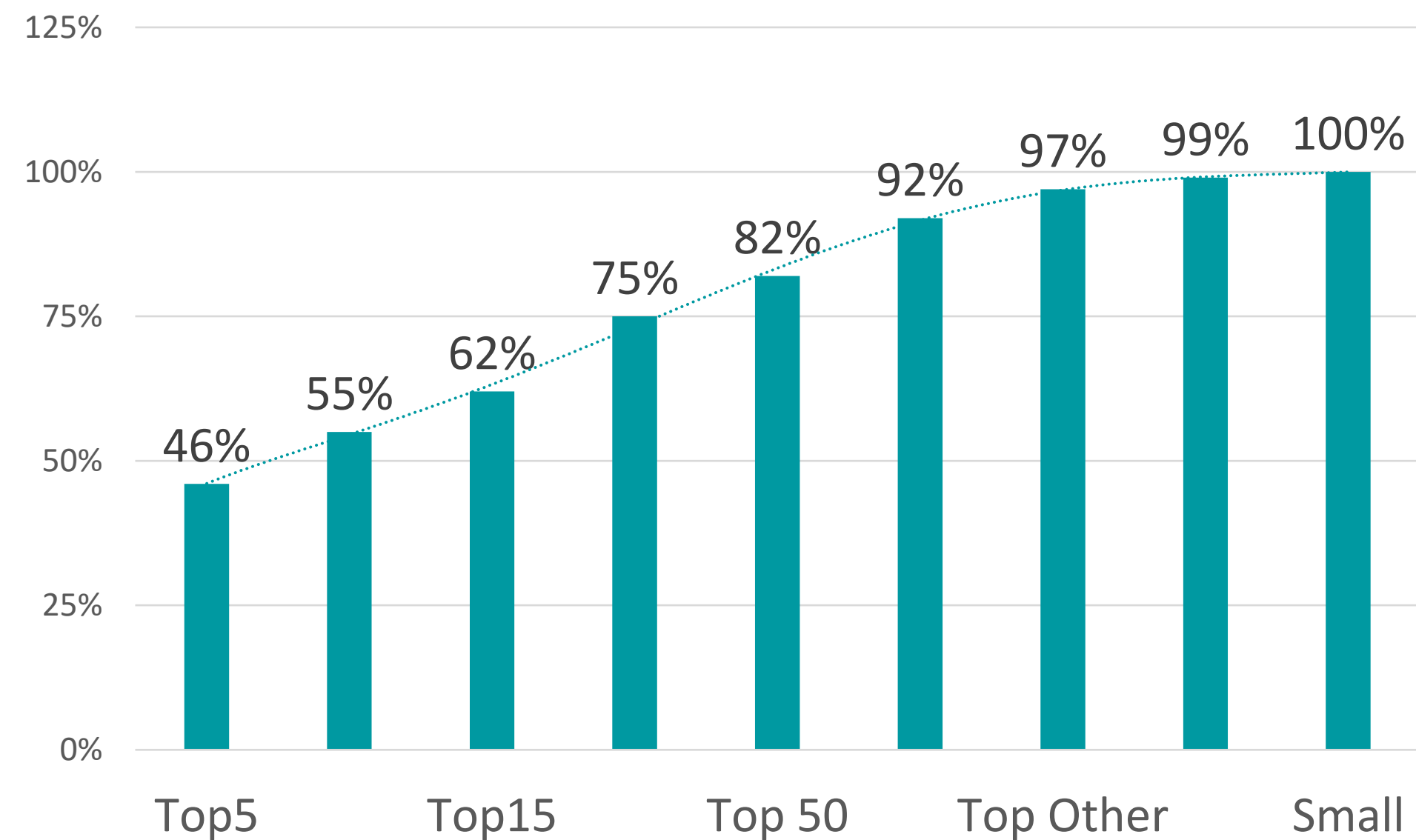
# Health and Wellness Market





# Farmaè Group is the undisputed leader on the Italian market

## Top 5 players represent the 46% of Market Revenues



Source: IQVIA 2020

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

## Traffic Share leadership Farmaè + AmicaFarmacia + Farmaeurope at 59%

Industry Trends ⓘ Apr 2021 - Mar 2022 (12 Months) 🇮🇹 Italy All traffic

Domain (12)	Traffic Share ↓	Change	Rank	Monthly Visits	Unique Visitors	Desktop vs Mobile	Visit Duration	Pages/Visit
1 farmae.it	22.93%	↑ 4.78%	#23,647	2.122M	1.216M	24.5% 75.5%	00:04:04	5.49
2 efarma.com	21.80%	↑ 13.55%	#26,803	2.018M	1.383M	31.1% 68.9%	00:02:14	2.70
3 shop-far...	14.62%	↑ 21.27%	#32,303	1.354M	995,215	33.0% 67.0%	00:02:41	3.50
4 amicafarmacia.com	10.05%	↑ 14.16%	#62,133	930,441	656,624	28.5% 71.5%	00:02:56	3.60
5 farmacosmo.it	7.62%	↑ 18.57%	#45,574	705,322	464,134	29.8% 70.2%	00:03:14	7.87
6 farmasave.it	6.83%	↑ 27.05%	#51,515	632,486	417,905	39.9% 60.1%	00:03:28	5.53
7 saninforma.it	5.65%	↑ 8.31%	#163,8...	523,624	420,861	17.9% 82.1%	00:00:54	2.12
8 topfarmacia.it	4.58%	↑ 15.52%	#57,563	423,953	231,100	39.6% 60.4%	00:04:57	10.66
9 semprefarmacia.it	3.55%	↑ 15.75%	#95,838	328,892	205,461	22.3% 77.7%	00:02:55	6.13
10 farmaeurope.eu	1.33%	↑ 21.67%	#315,9...	123,603	94,042	24.8% 75.2%	00:02:48	3.23
11 petroneonline.com	1.03%	↑ 2.03%	#406,1...	95,355	53,988	42.3% 57.7%	00:08:02	3.65
12 loretoallo.com	< 0.01%	↓ 31.11%	#671,5...	< 5,000	< 5,000	56.4% 43.6%	00:01:01	1.71

Source: Similarweb

One year traffic rolling figures put Farmaè + AmicaFarmacia at **the top of the list**

The Italian market penetration is still low offering a great potential for growth:

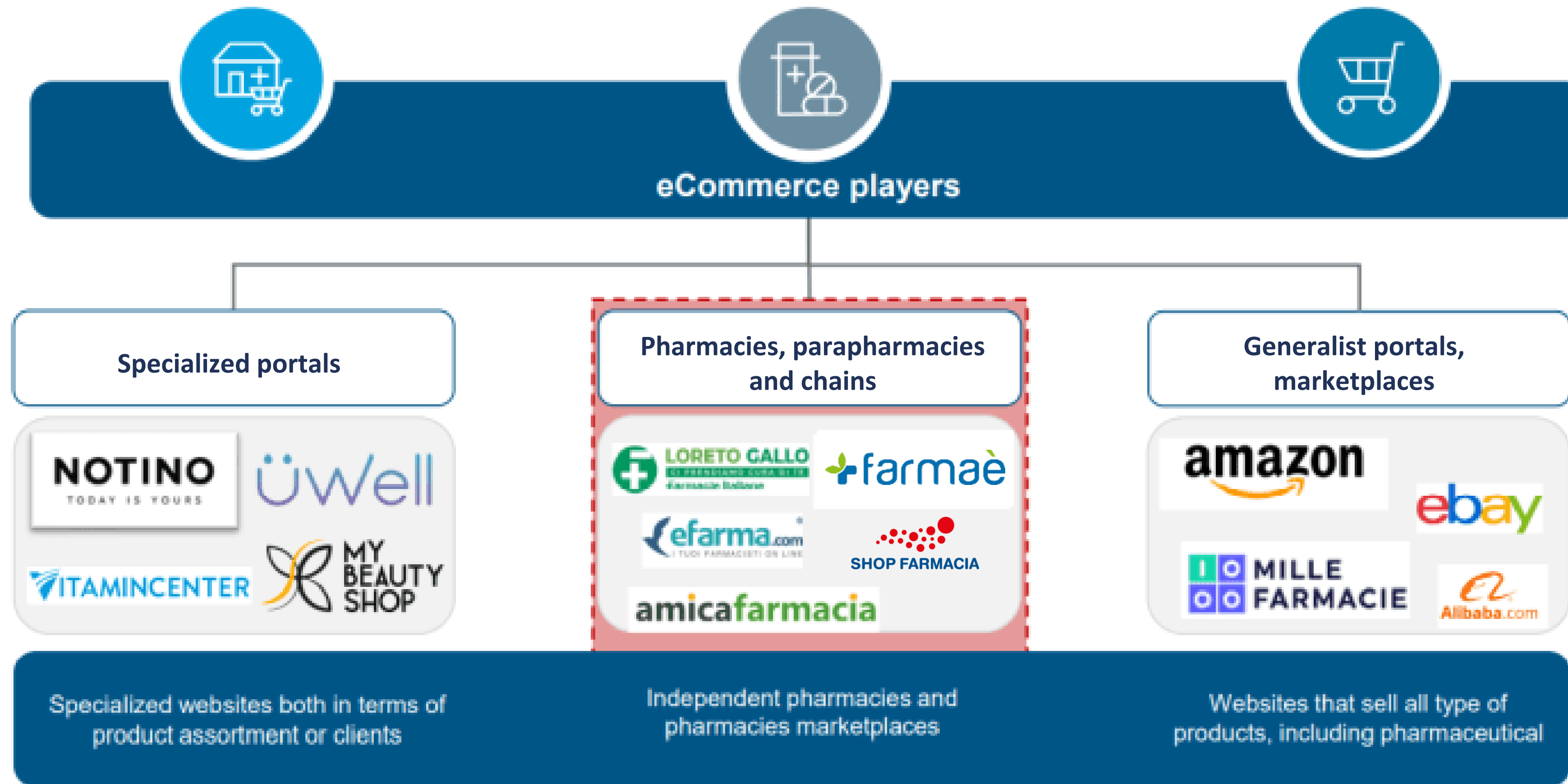
○ **5.5% Pharma**

○ **6.5% Beauty**



# Italian enlarged competitive scenario

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



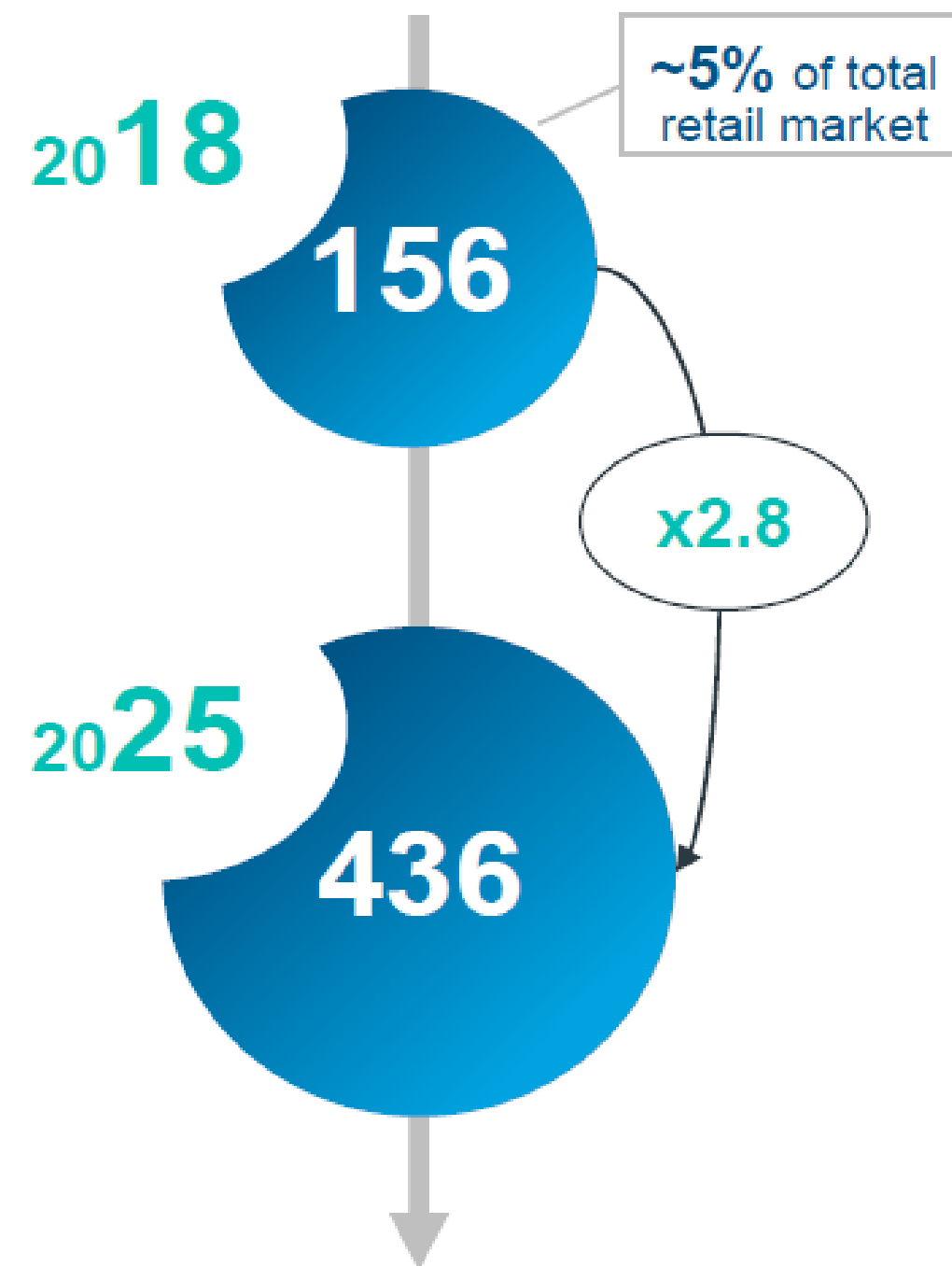
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# European Pharmacy Trend

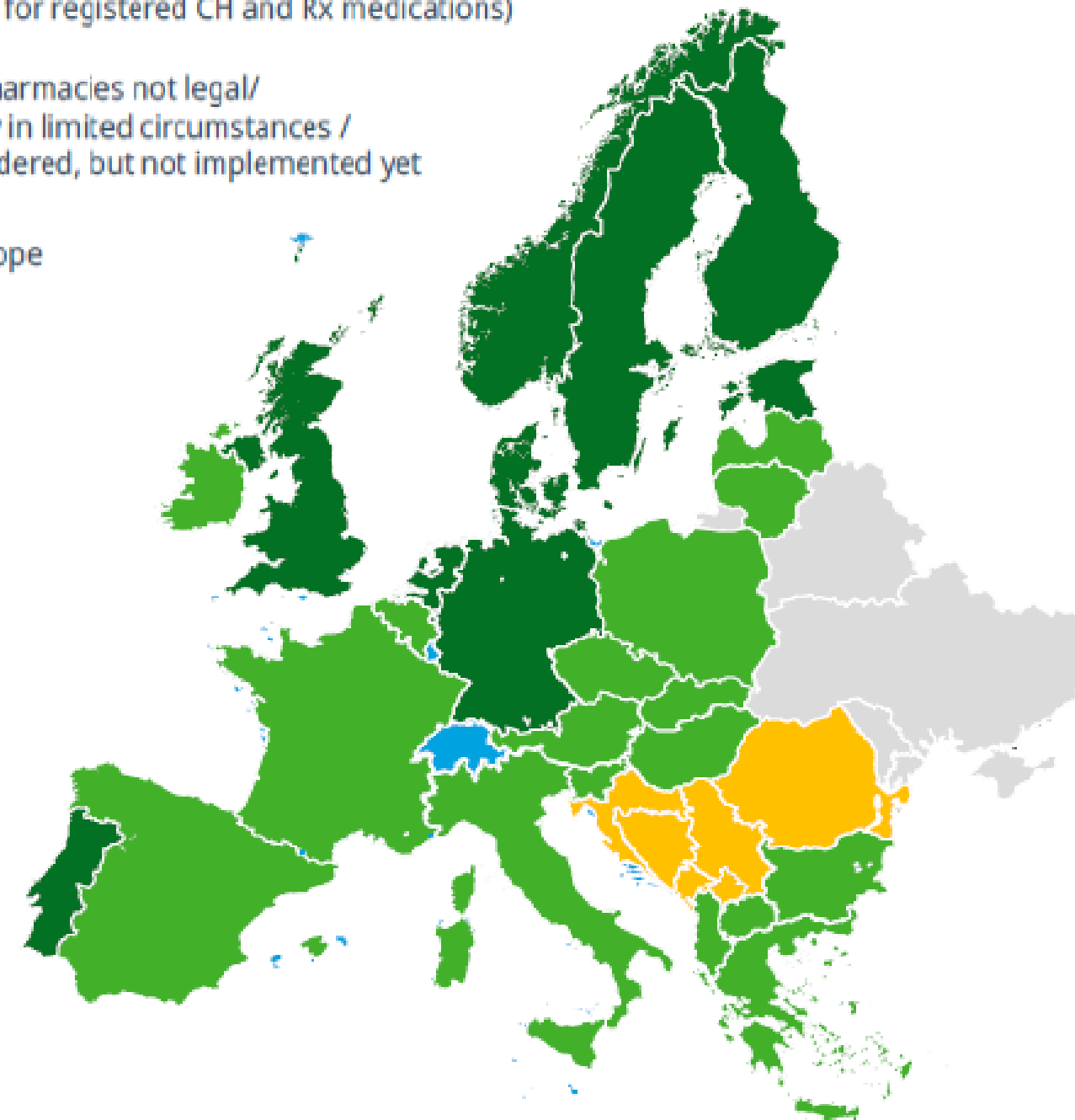
In other European countries, where prescription drugs are also sold online, the share of online reaches 18%, as in Germany

Global healthcare e-commerce market size [bn USD]

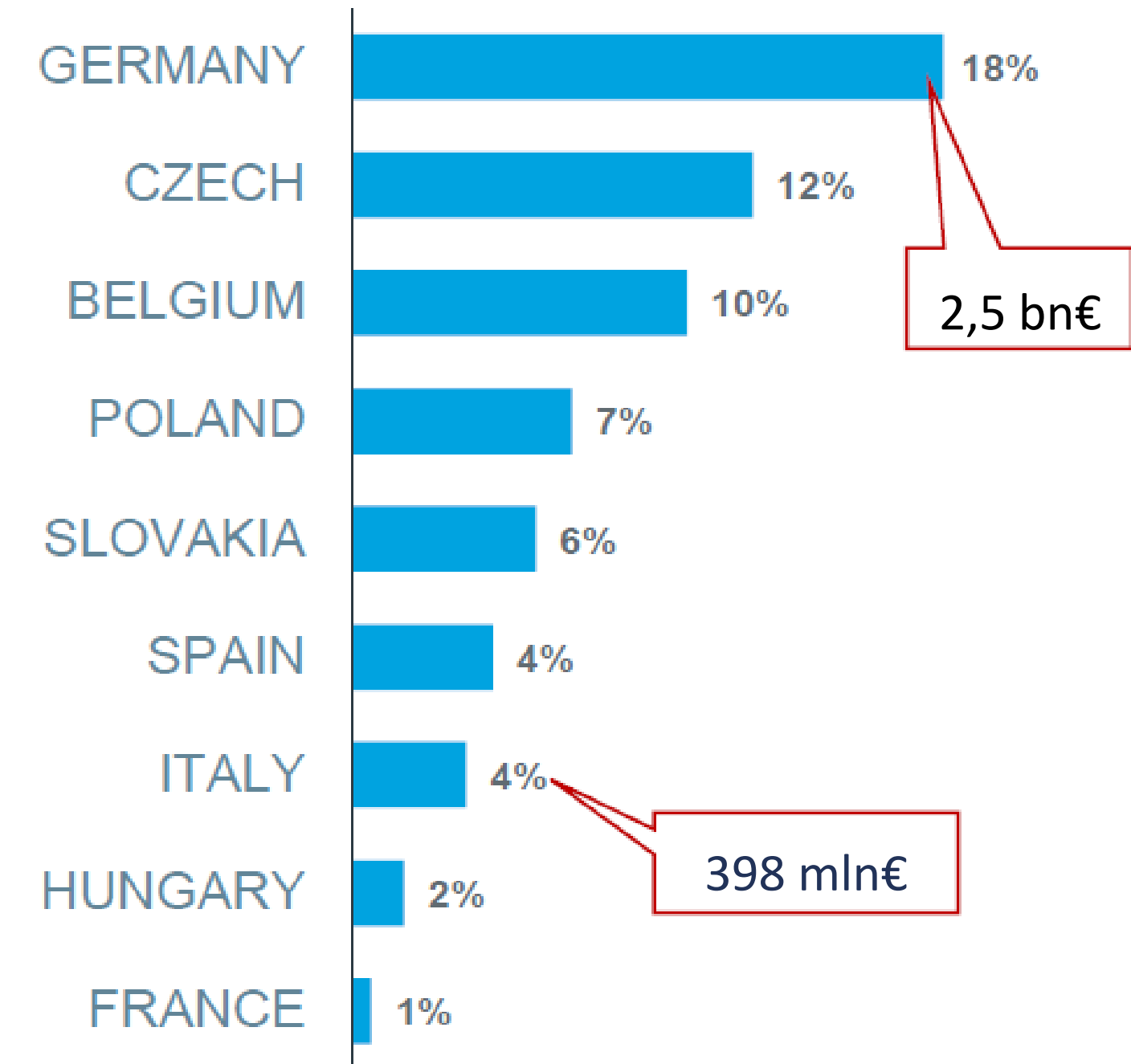


## Legislation

- 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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# Financials

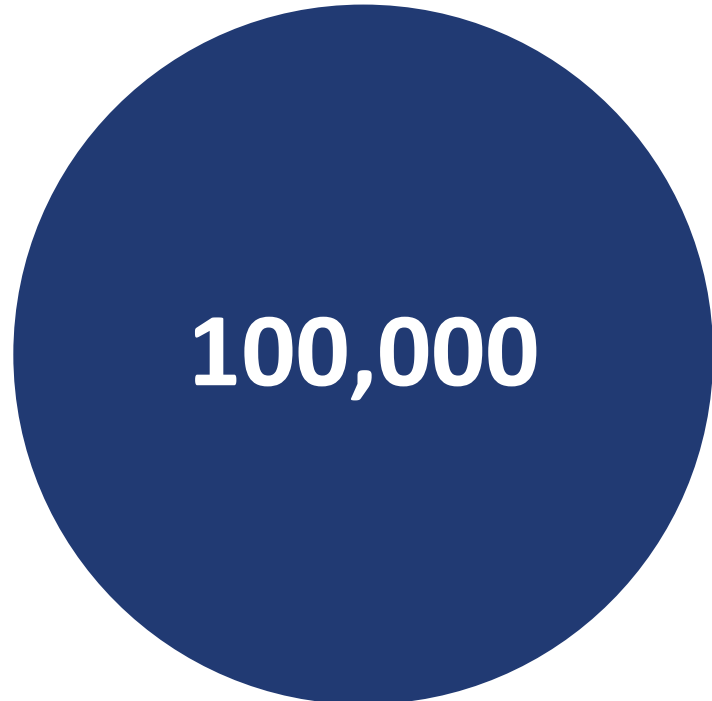
# Integration with acquired businesses and economies of scale boost revenues and margins

- **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**
- **3Q2022 Consolidated revenues\*:**  
**€ 28.4 million, +58.3% YoY**  
**+17.7% YoY on a like for like basis**
  - **9M2022 Consolidated revenues\*:**  
**€ 81.2 million, +42% YoY**  
**+5.2% YoY on a like for like basis**
  - **9M2022 Co-marketing\*:** € 3.1 million, + 29% YoY  
**3Q2022:** € 1.0 million, +25% YoY

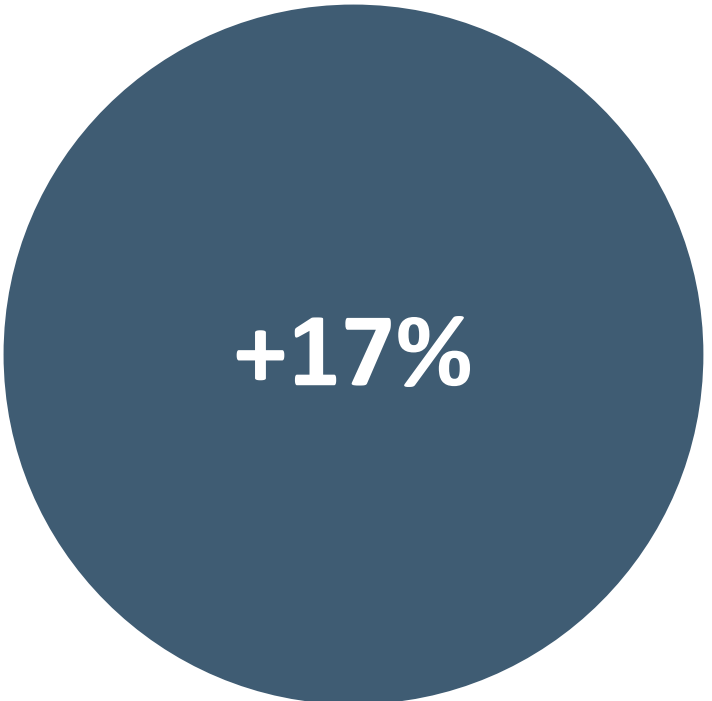
\* 9M2022 and 3Q2022 figures are unaudited



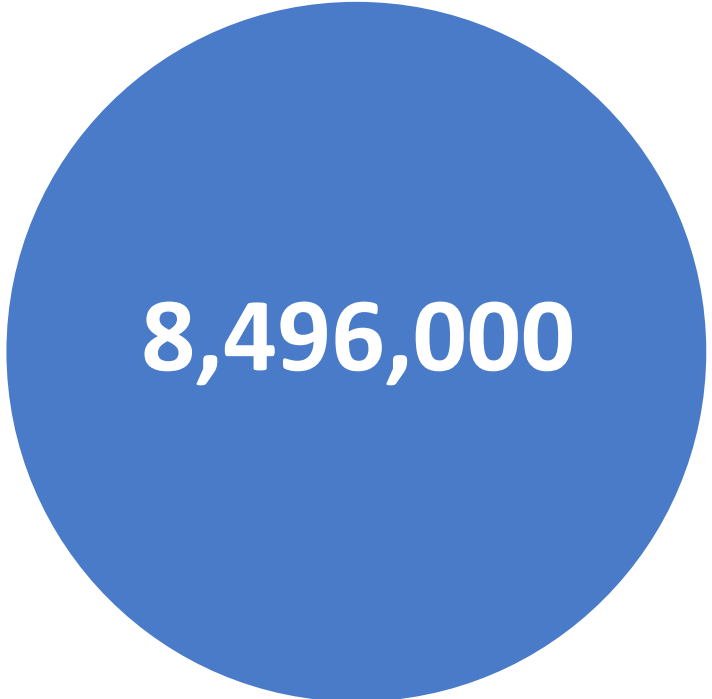
# The first online player in Italy in the Healthcare, Beauty and Wellness sector



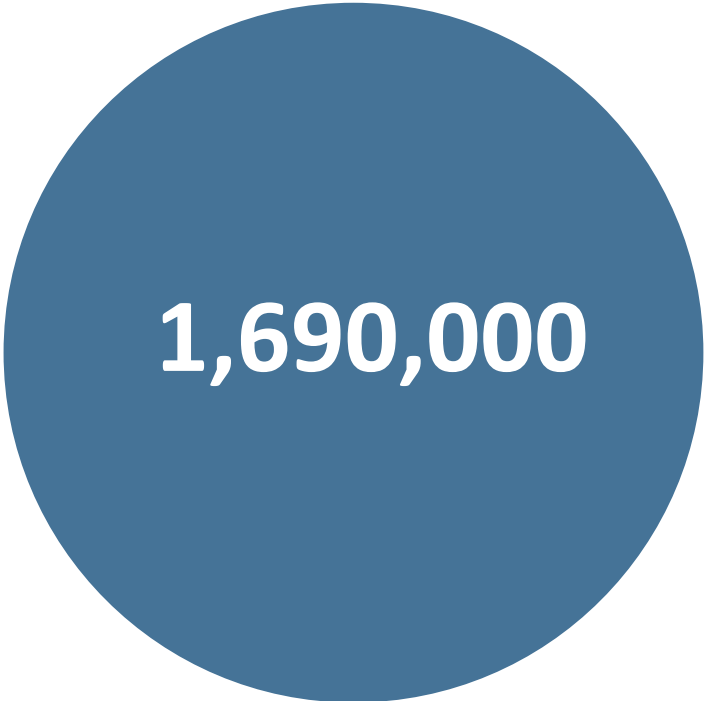
SKUs



Conversion Rate



Products sold

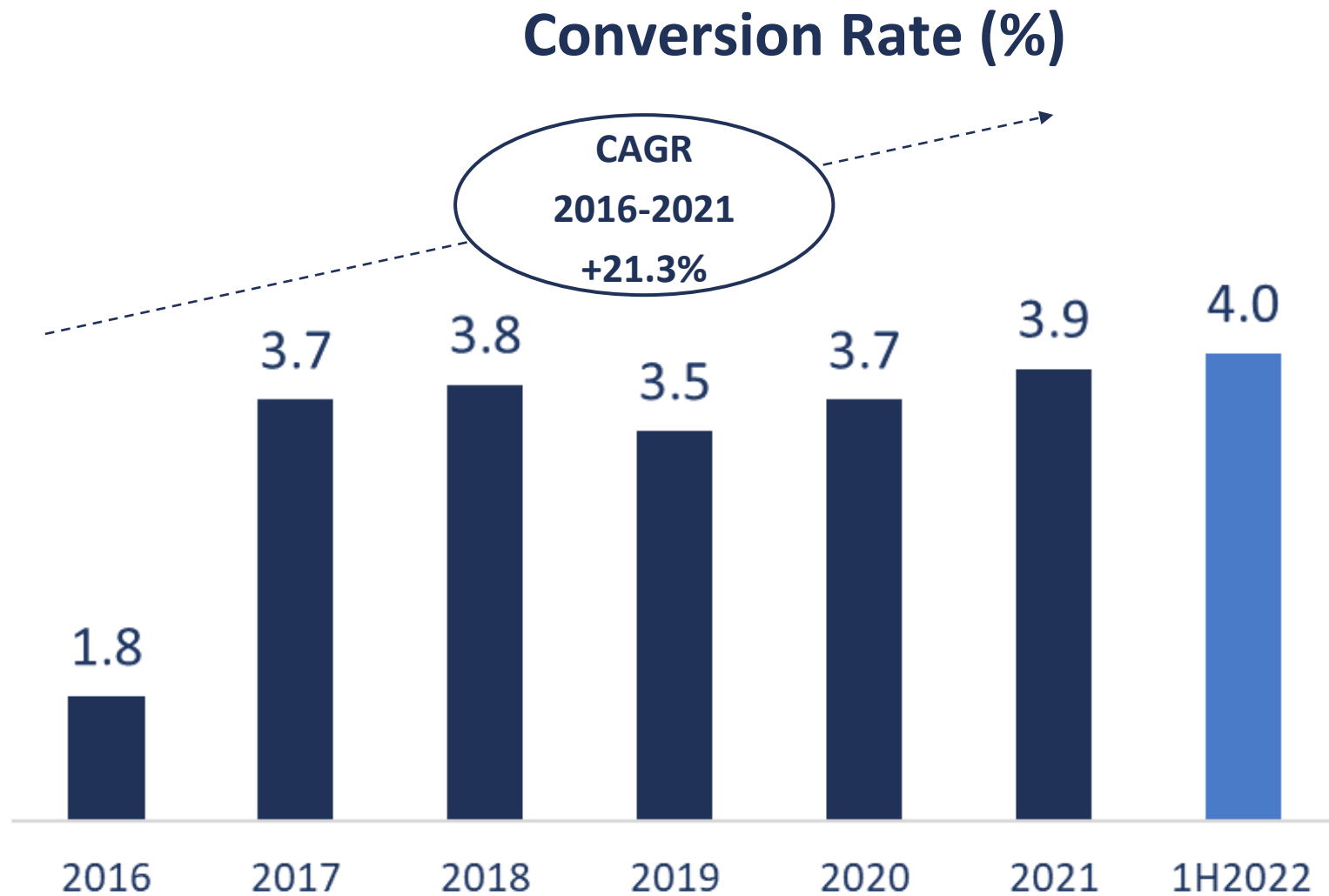
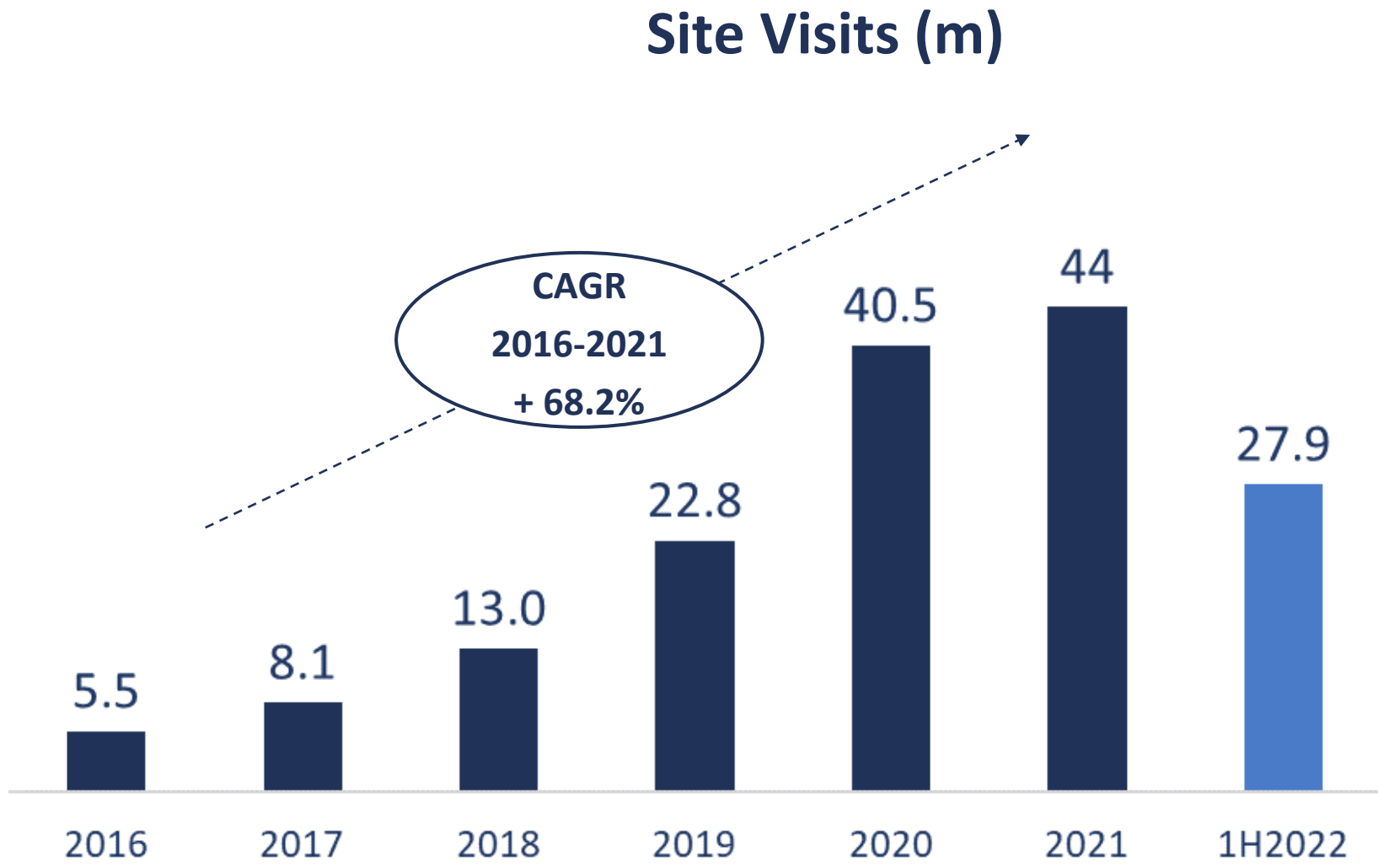
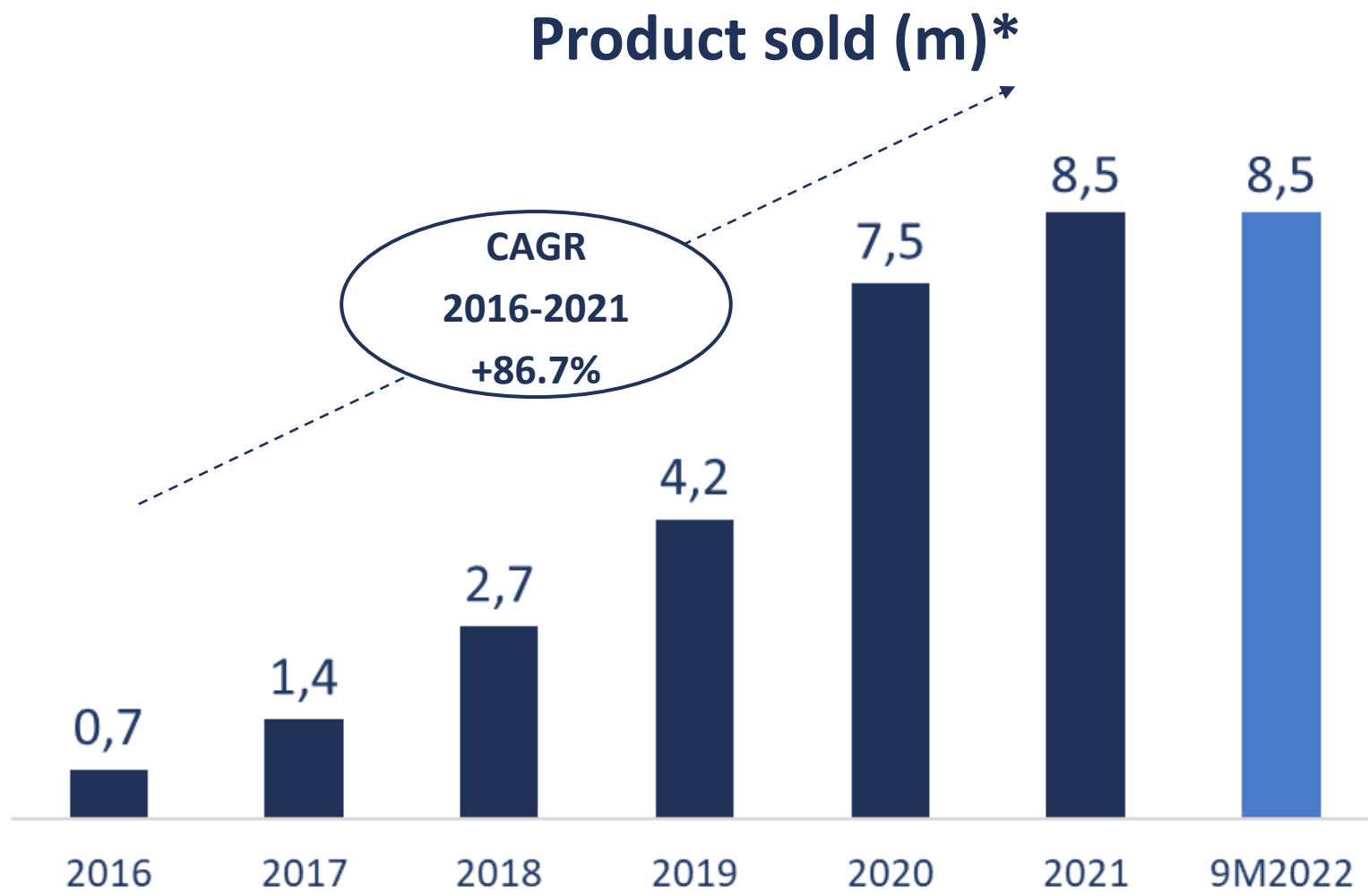
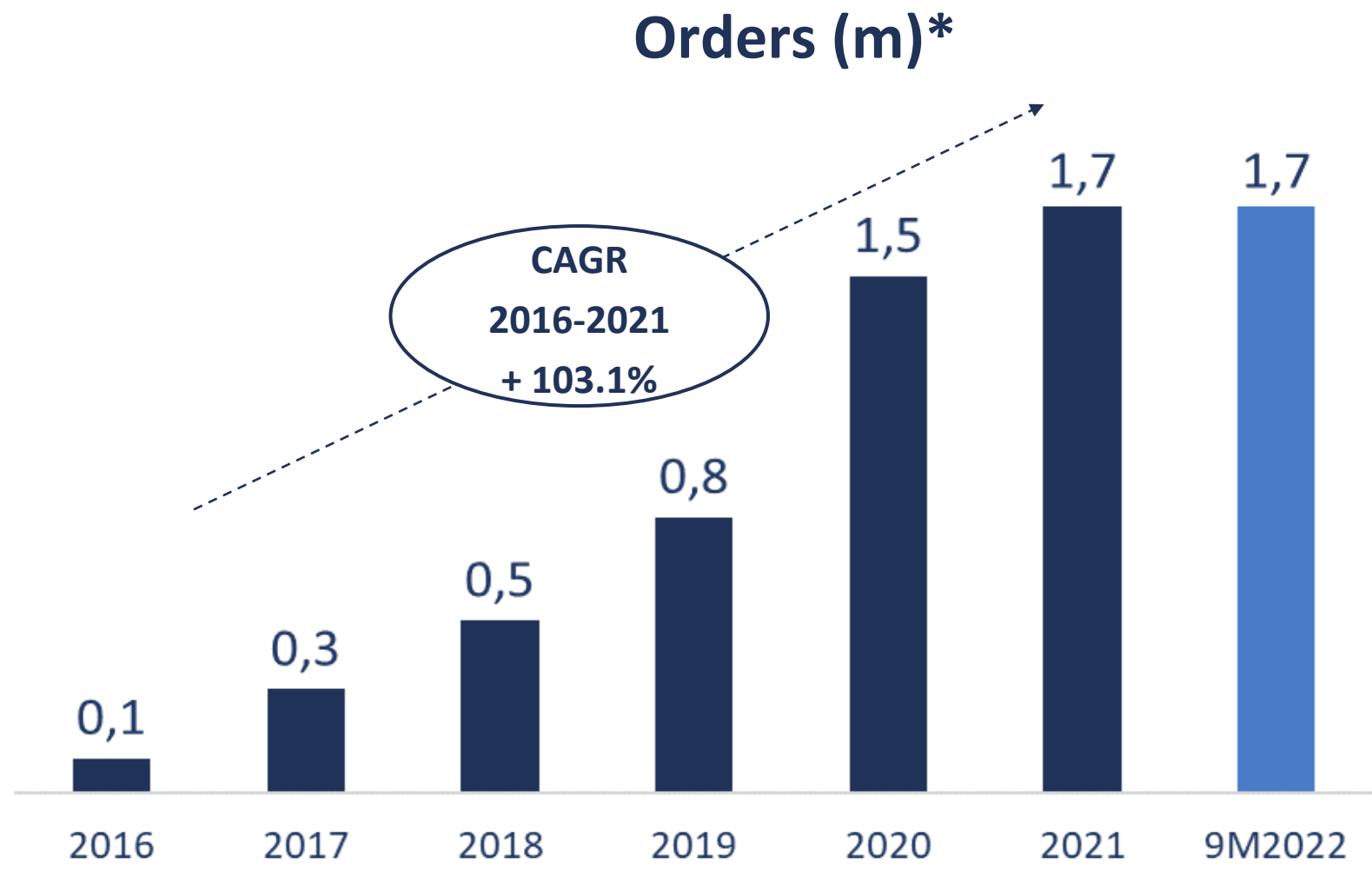


Online Orders





# Update on recent KPIs

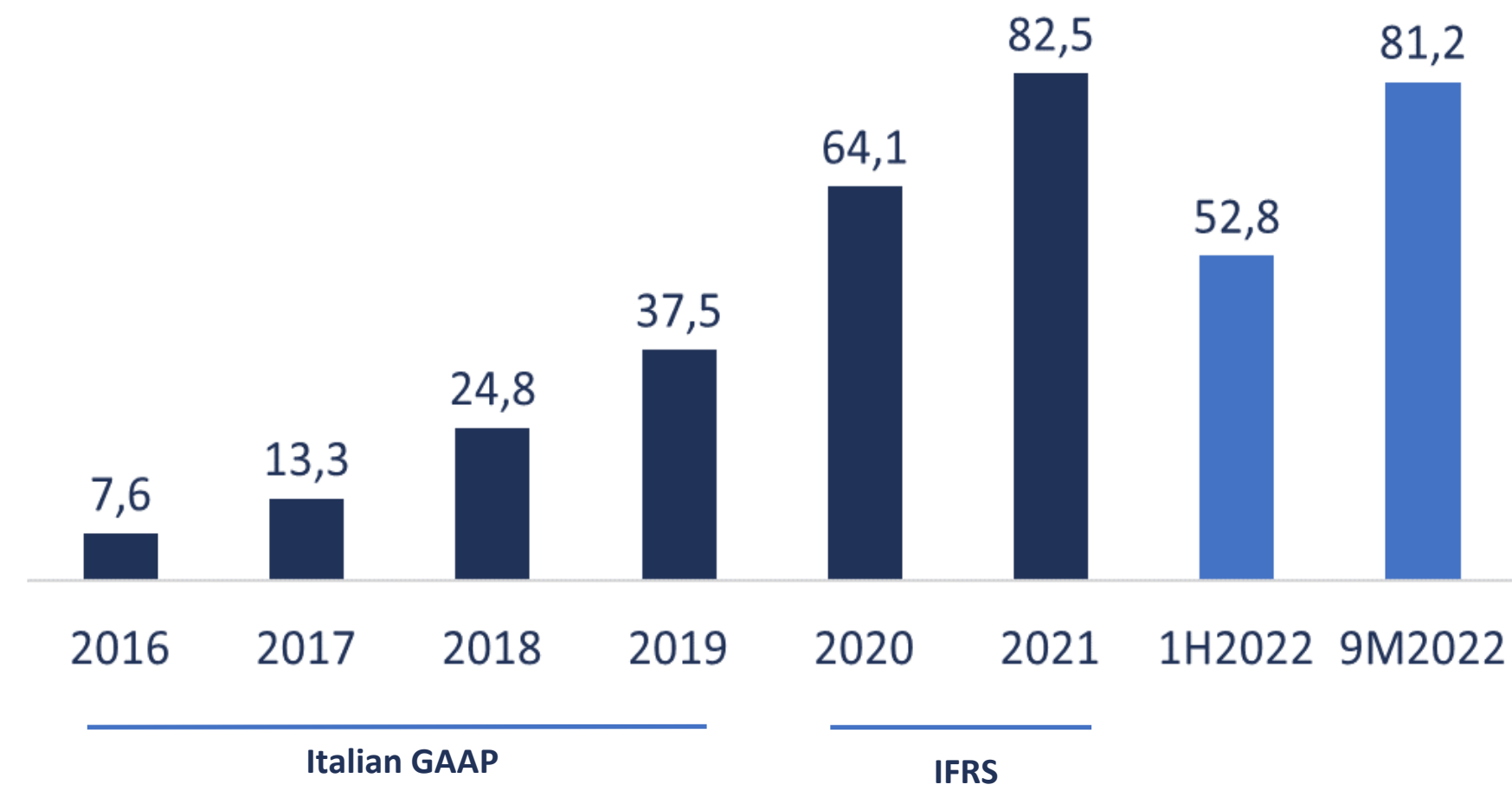


\* 9M2022 KPIs are unaudited  
**+FARMAÈ**GROUP

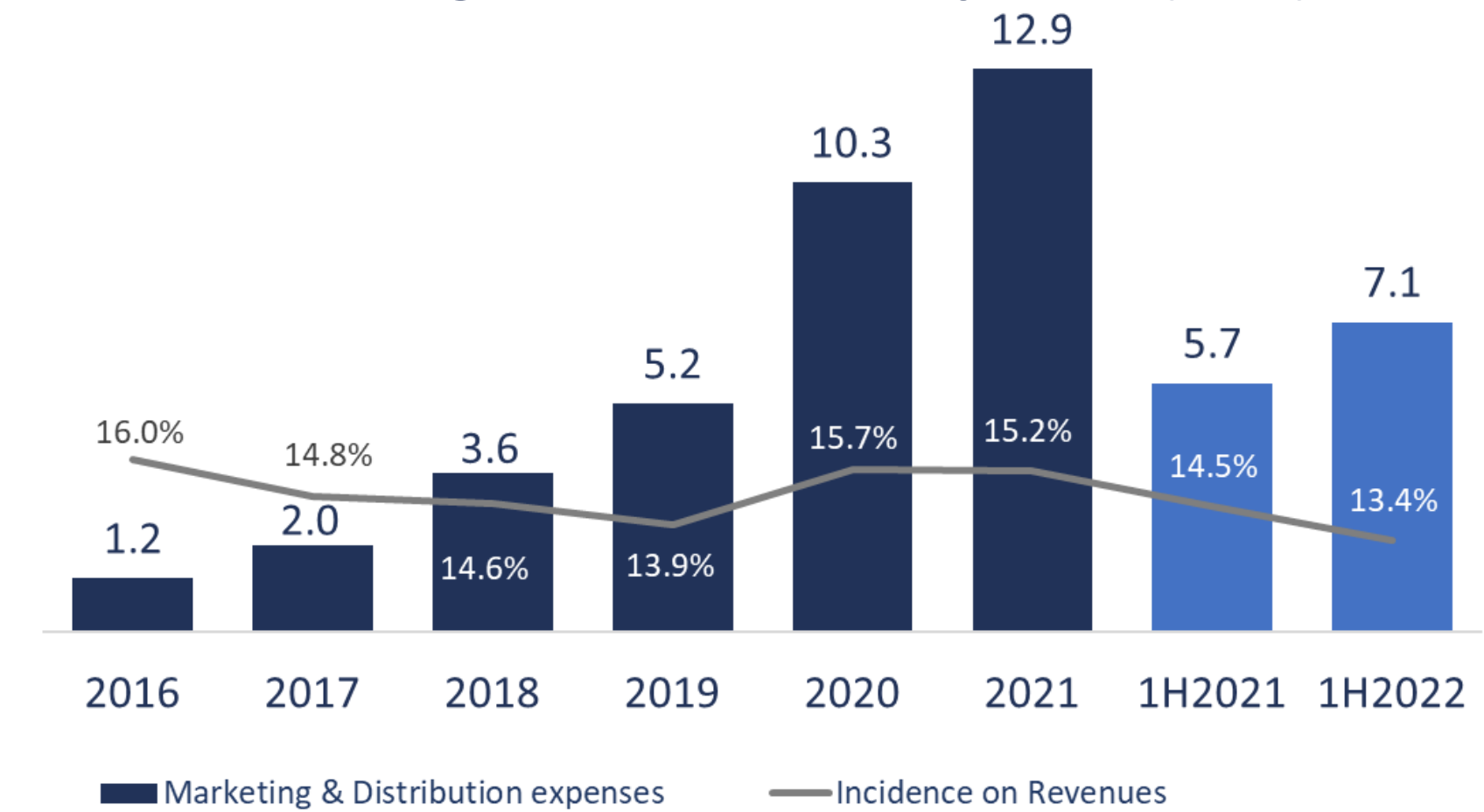


# Main Financial Highlights

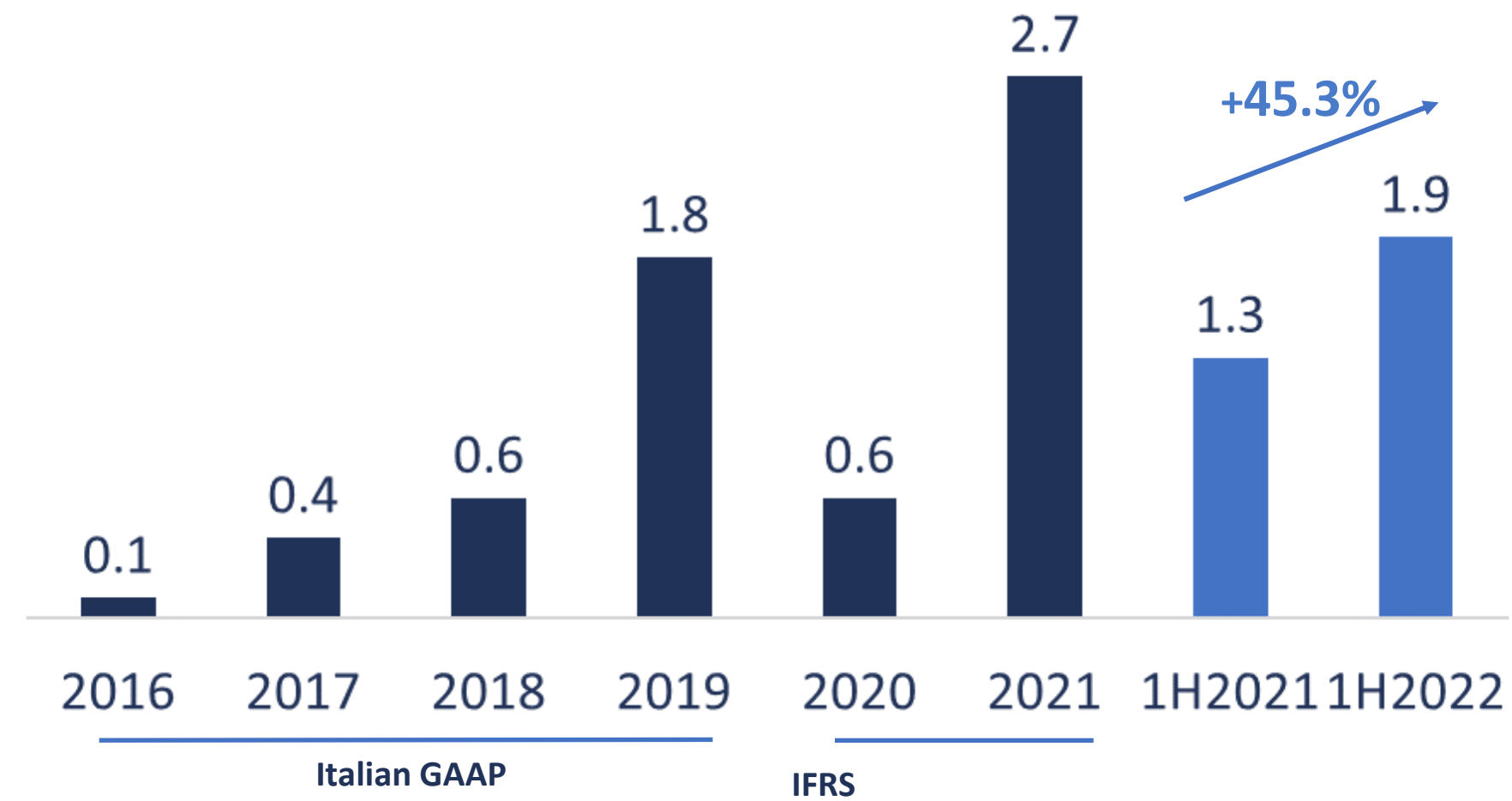
## Revenues (€/m)\*\*



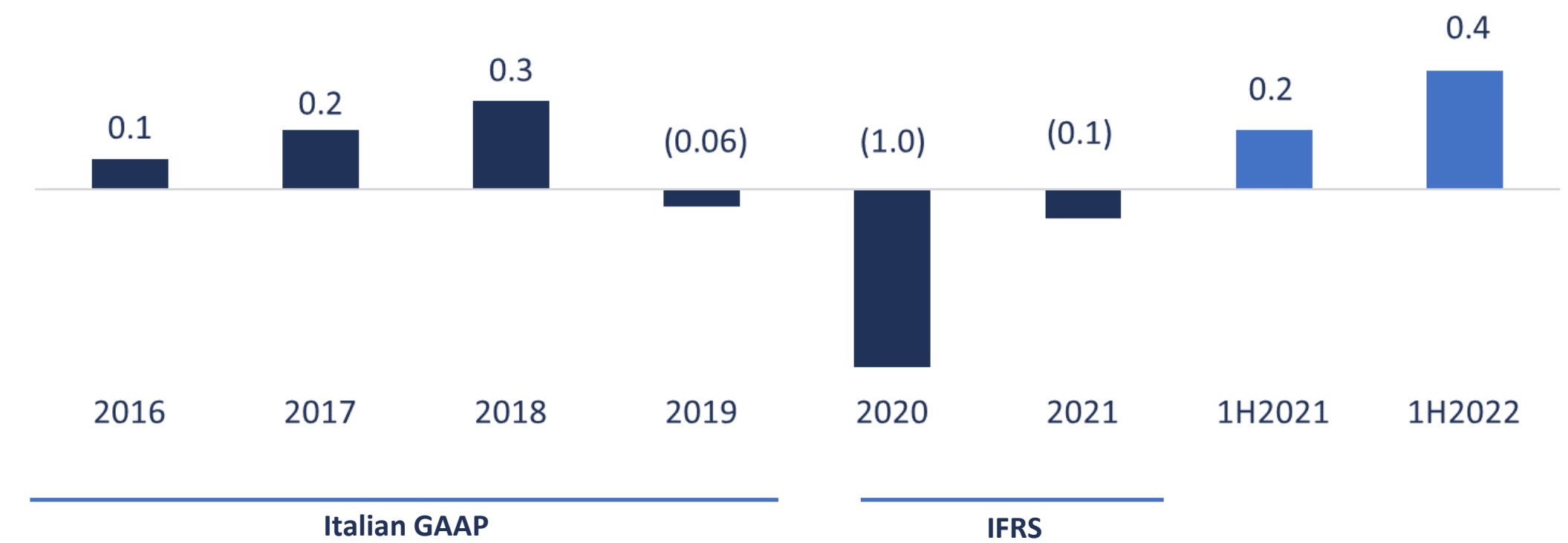
## Marketing & Distribution expenses (€/m)



## EBITDA (€/m)



## Net Profit (€/m)



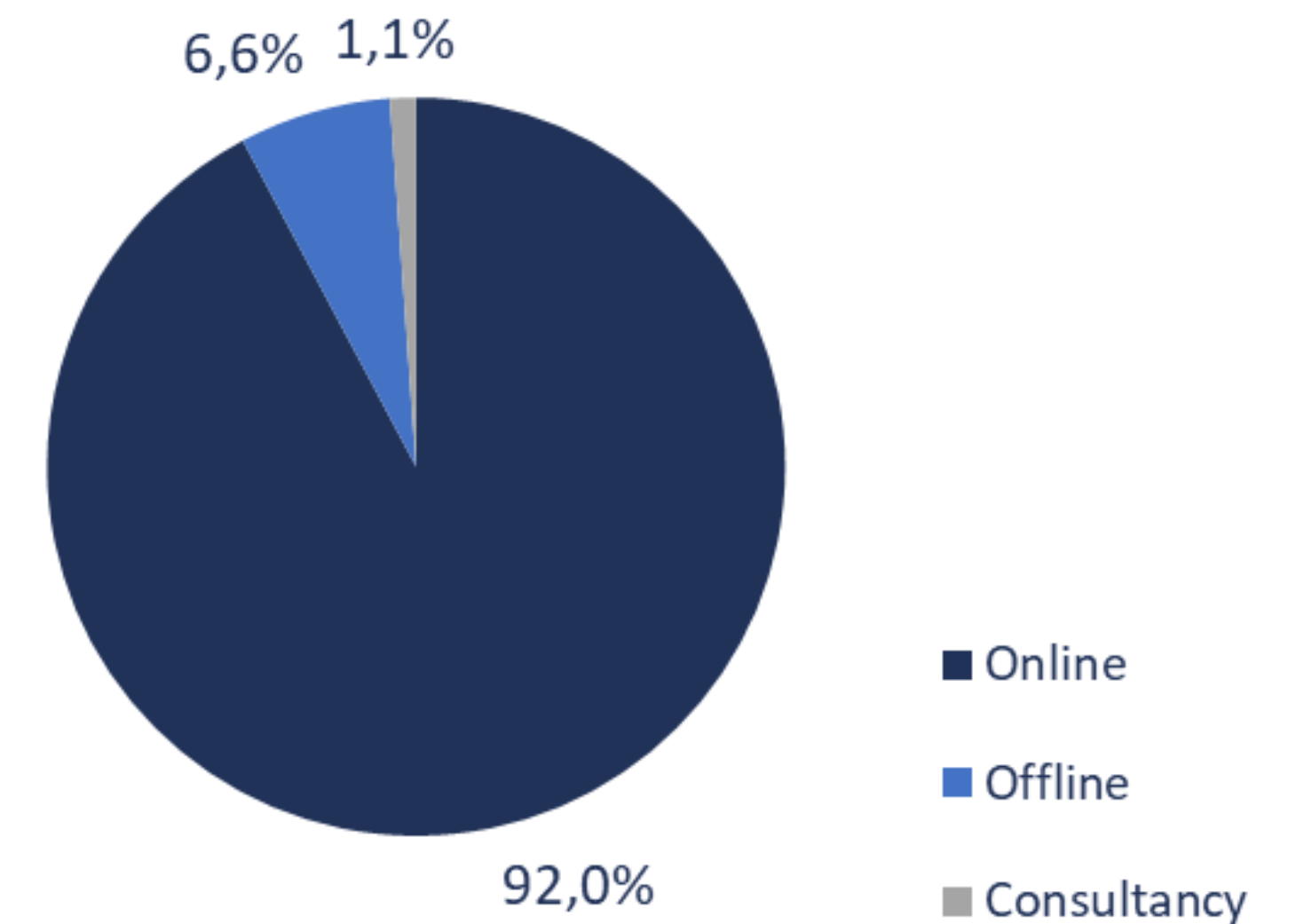
\*It should be noted that the scope of consolidation as at 30 June 2022 includes Farmaè S.p.A. (with the results of the Farmaè, Beautyè, Sanort, AmicaFarmacia and Farmaeurope platforms) Valnan S.r.l and the Madonna Della Neve pharmacy, while the Consolidated Half-Year Report as at 30 June 2021 did not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

\*\*9M2022 figures are unaudited

## Profitability improves

1H2022 vs. 1H2021			
€/mln	1H2022	1H2021	YOY
<b>Sales</b>	<b>52.8</b>	<b>39.3</b>	<b>34.5%</b>
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.
<b>EBITDA</b>	<b>1.9</b>	<b>1.3</b>	<b>0.6</b>
<i>EBITDA margin</i>	3.5%	3.2%	0.3%
<b>EBIT</b>	<b>0.8</b>	<b>0.5</b>	<b>0.3</b>
<b>Net results</b>	<b>0.4</b>	<b>0.2</b>	<b>0.2</b>

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](http://www.farmae.it)  
[www.amicafarmacia.com](http://www.amicafarmacia.com)  
[www.farmaeurope.eu](http://www.farmaeurope.eu)

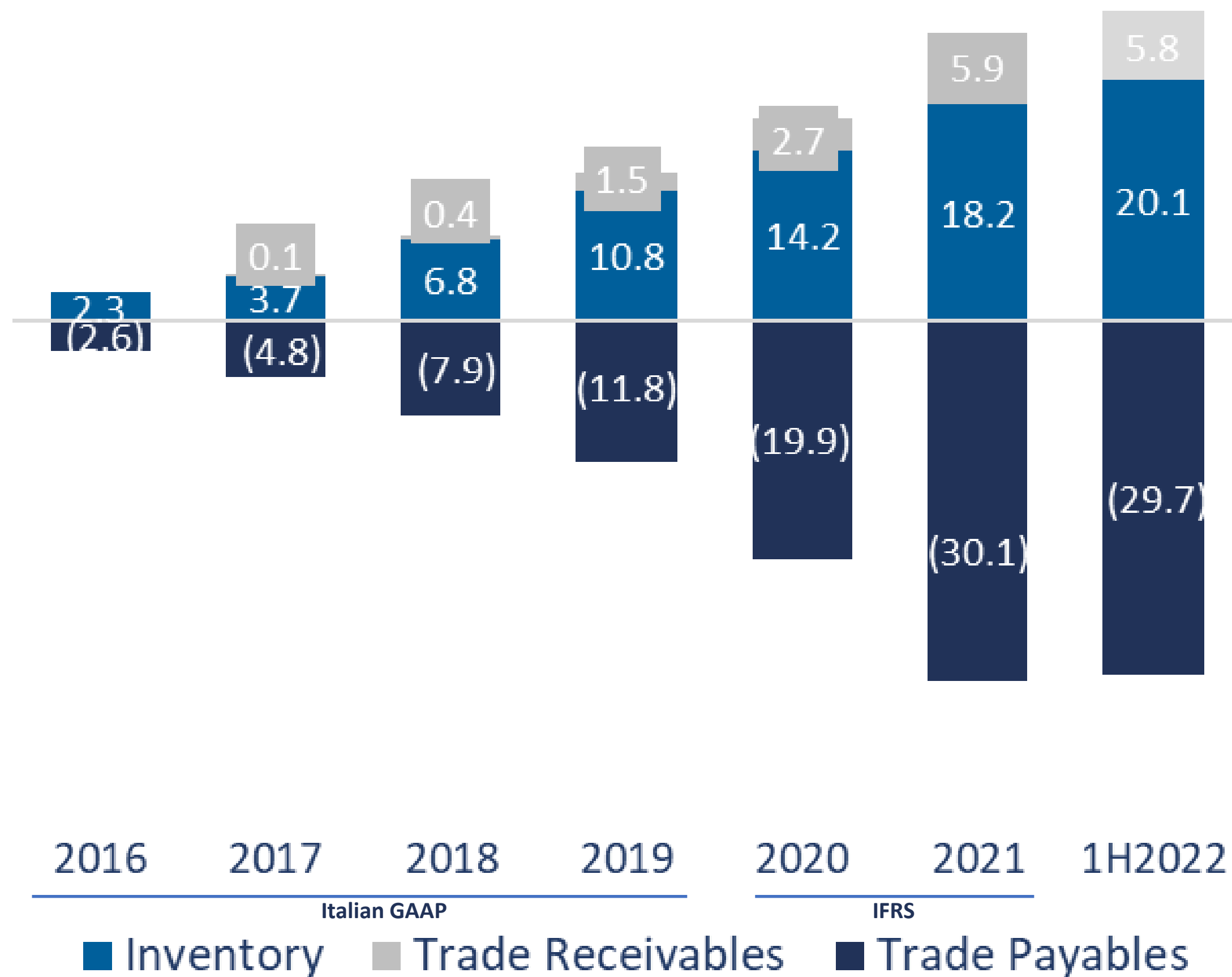


- ✓ One single entity Farmaè S.p.A.;
- ✓ A **unique phurchase department** with better commercial conditions due to enlarged critical mass;
- ✓ A **unique organisation** (Marketing, Finance &Administration, etc);
- ✓ **Better conditions** with major suppliers for delivery, payment fees, marketing costs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

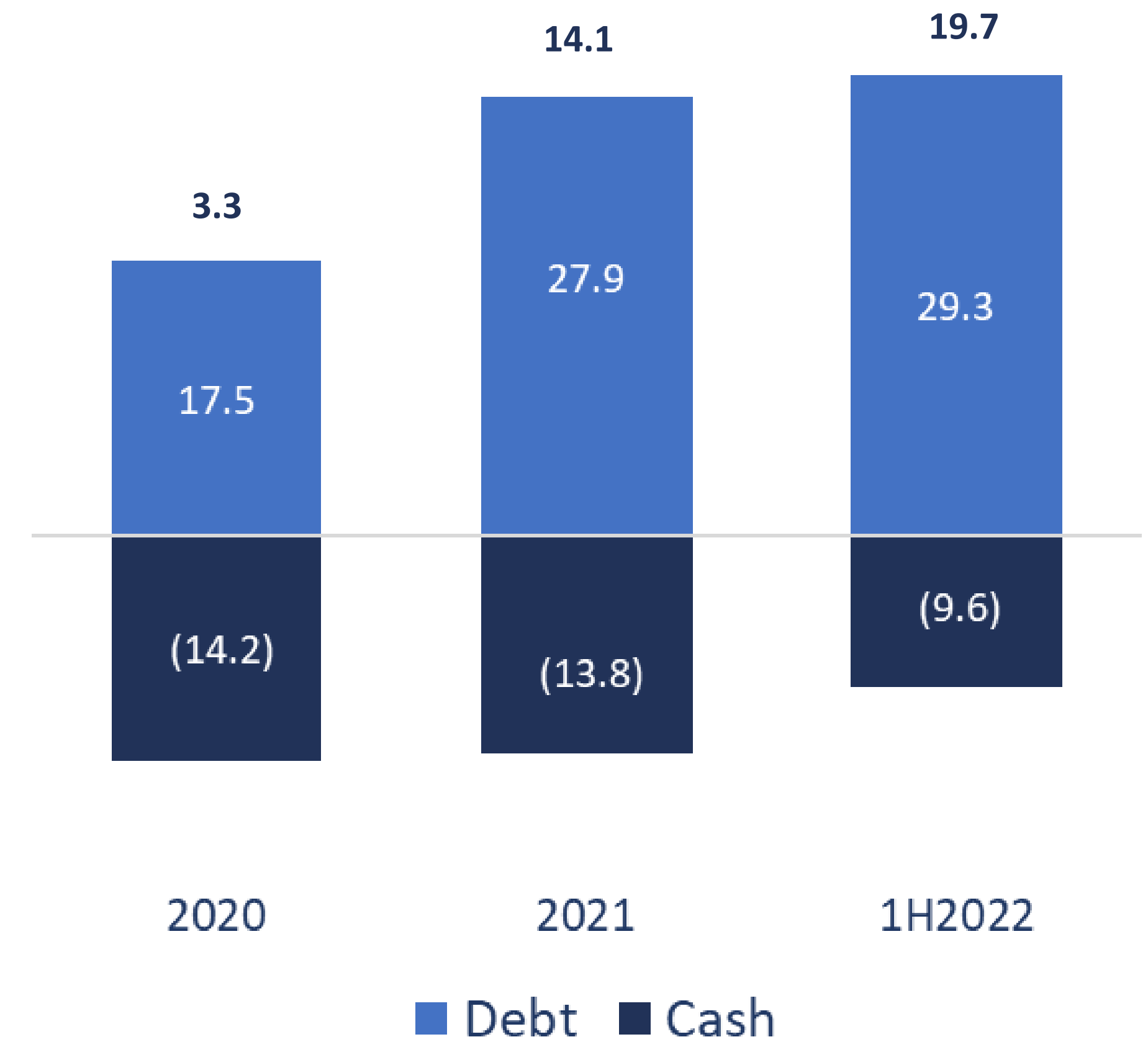
\* 9M2022 figures are unaudited

# 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**



A crowd of people is shown from the chest up, all holding and looking at their smartphones. The image is overlaid with a semi-transparent blue filter. The word "Appendix" is centered in white, bold, sans-serif font.

# Appendix








# Governance

## BOARD OF DIRECTORS

 <b>Alberto Maglione</b> Vice Chairman	 <b>Riccardo Iacometti</b> Chairman & CEO	 <b>Giuseppe Cannarozzi</b> Director
 <b>Vincenza Colucci</b> Director	 <b>Marco Di Filippo</b> Director General Manager of AmicaFarmacia	 <b>Marco Guidi</b> Independent Director
	 <b>Giovanni Bulckaen</b> Independent Director	

## BOARD OF STATUTORY AUDITORS

 <b>Alberto Colella</b> Regular Statutory Auditor	 <b>Sergio Marchese</b> Chairman	 <b>Monica Barbara Baldini</b> Regular Statutory Auditor
 <b>Fabio Panicucci</b> Alternate Statutory Auditor		 <b>Gian Luca Succi</b> Alternate Statutory Auditor

AUDIT FIRM - EURONEXT GROWTH ADVISOR - SPECIALIST

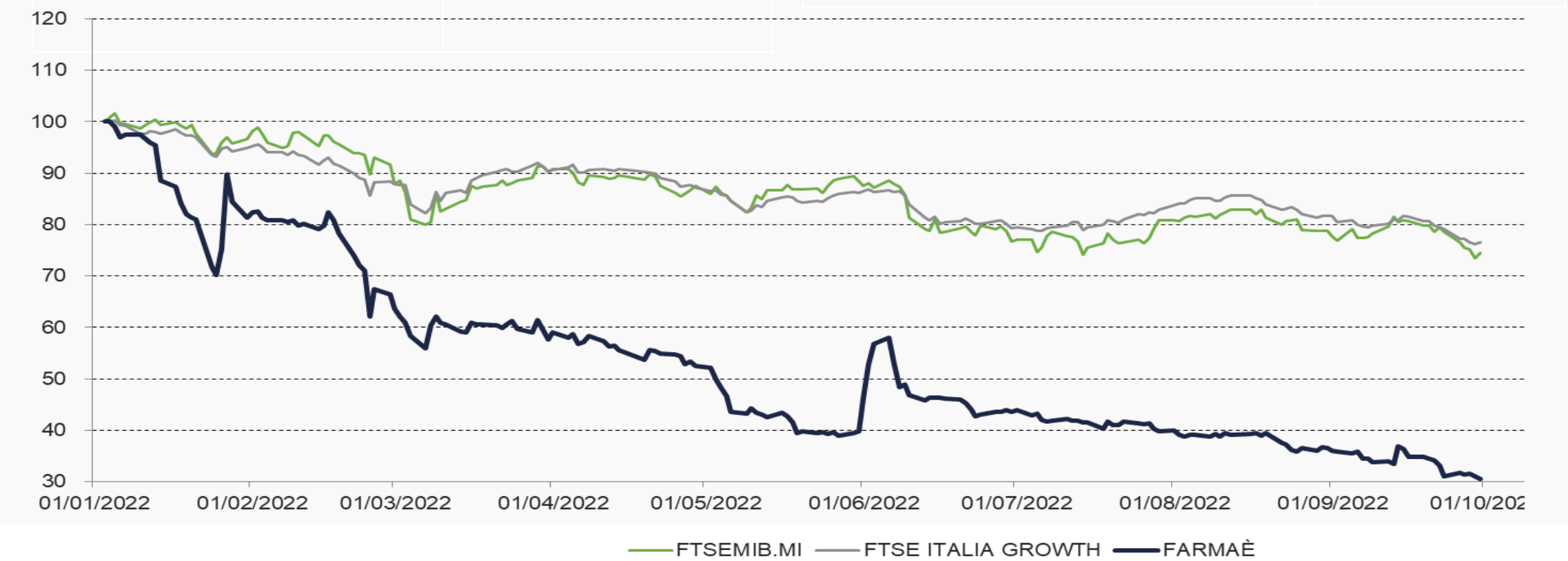
**Deloitte.**

**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





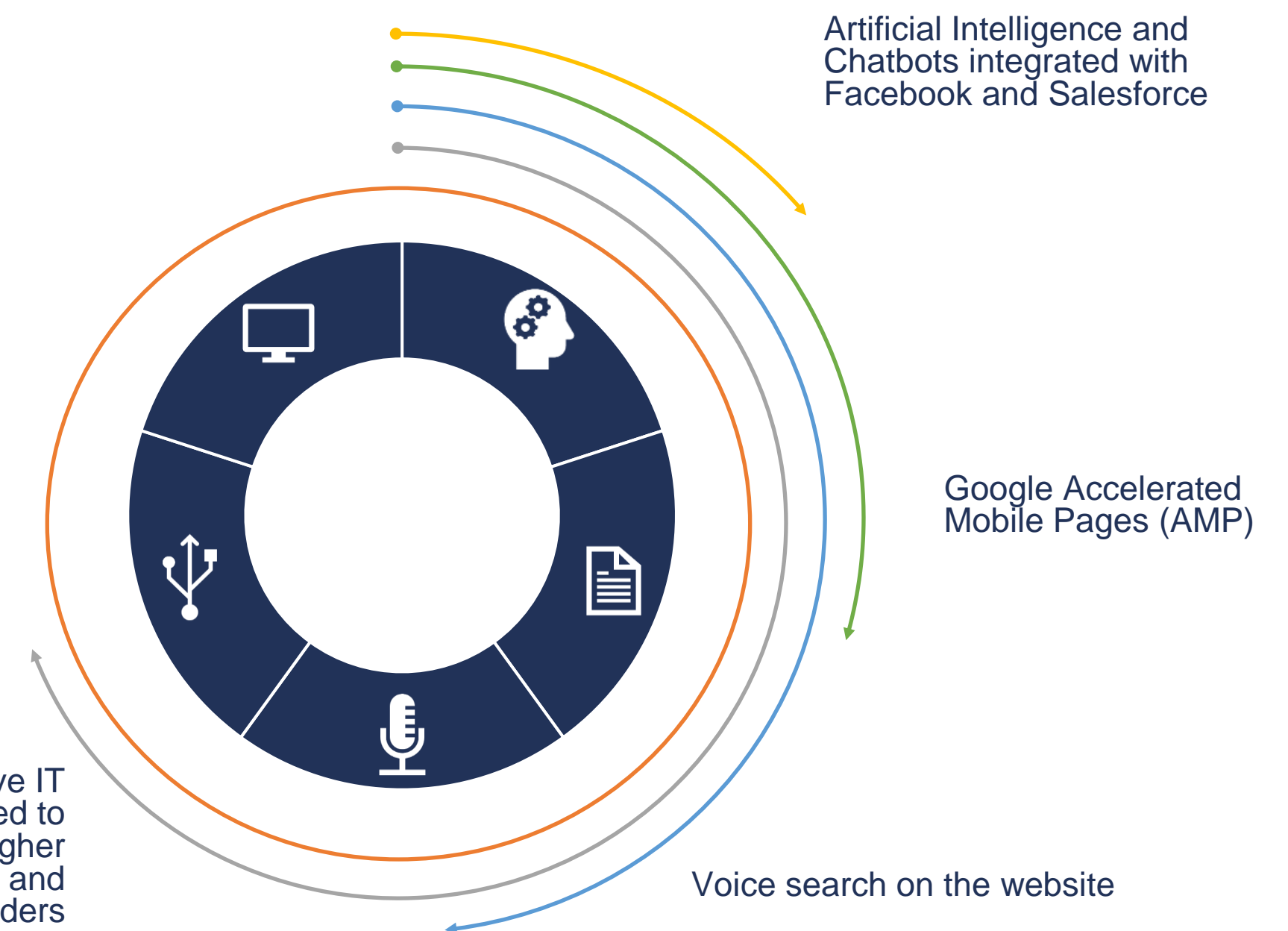
## Technological development to support business

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



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

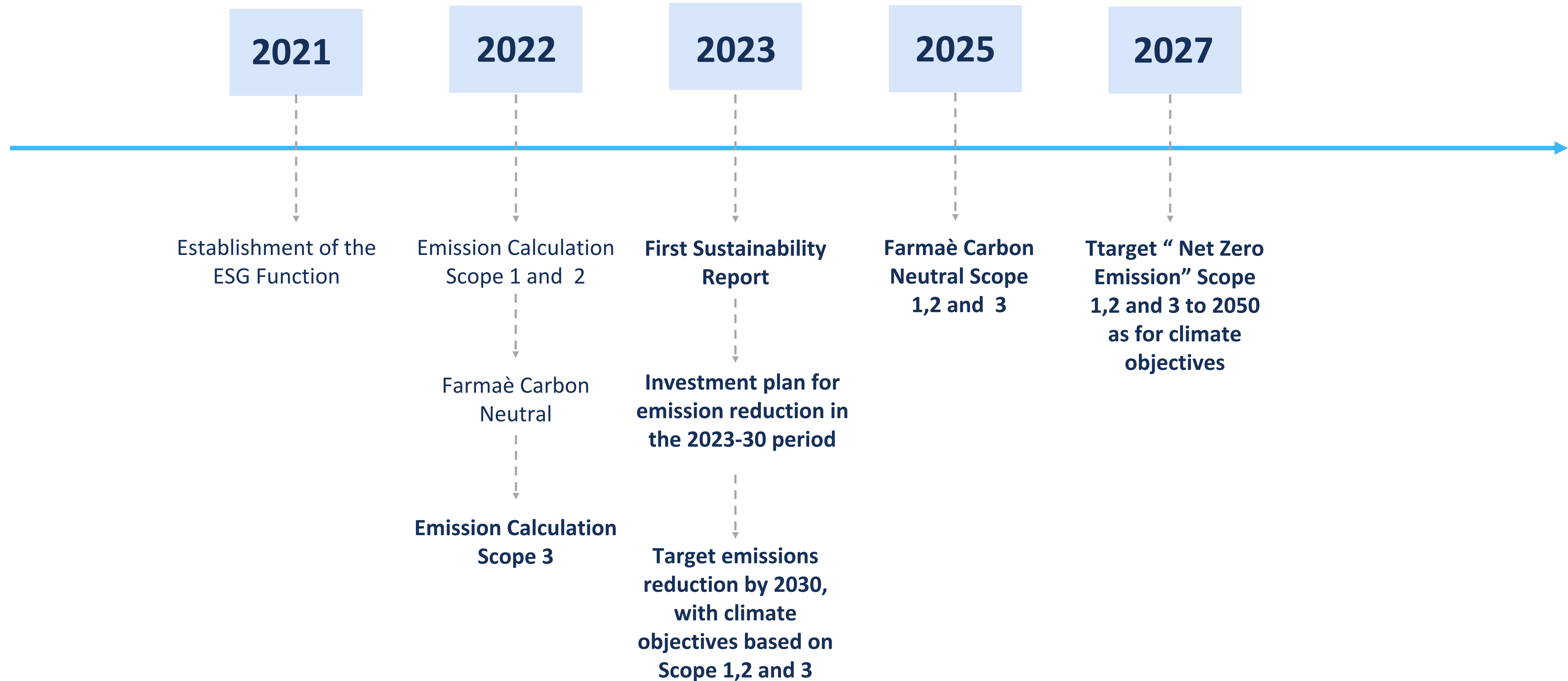
### AmicaFarmacia

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





# ESG timeline





# 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.

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