

Press Release

FARMAÈ' SPA PRESENTS TALEA GROUP: REBRANDING OF THE FARMAÈ GROUP WITH A VIEW TO EVOLUTIONARY GROWTH AND BETTER EXPLOITATION OF THE BUSINESS MODEL

TALEA GROUP

DIGITAL PEOPLE ORIENTED

- TALEA IS THE PLANT PROPAGATION METHOD AND STANDS FOR THE ESSENCE AND PHILOSOPHY OF THE GROUP, WHICH IS COMMITTED TO PROPAGATING, THRIVING AND GROWING OPPORTUNITIES FOR CUSTOMERS AND PARTNERS EVERY DAY THROUGH DIGITAL.
- LAUNCH OF TALEA MEDIA: THE NEW BRAND FOR MANAGING AN ECOSYSTEM OF DIGITAL OPPORTUNITIES FOR BUSINESSES
- TALEA LOGISTICS: LAUNCH OF A NEW 12,000 SQM LOGISTICS HUB IN PIEDMONT AND OF A NEW SUPPLY CHAIN MODEL
- THE BOARD OF DIRECTORS WILL SUBMIT THE NEW COMPANY NAME TO THE SHAREHOLDERS AT THE SHAREHOLDERS' MEETING ON 28 APRIL 2023

Viareggio, 14 February 2023 – The Board of Directors of **Farmaè S.p.A.** – a company listed on the Euronext Growth Milan market of the Italian Stock Exchange, leader in Italy in the e-retailing of products for health and wellness – resolved to submit to the Company's shareholders the change of name of the Company to **Talea S.p.A.**

The Shareholders' Meeting to be convened on 28 April 2023 will be called to approve, inter alia, changes to the Articles of Association that will lead to a new name and a new web platform. The Shareholders' Meeting will be convened within the terms and according to the procedures required by law.

Riccardo Iacometti, Founder and Chief Executive Officer of Farmaè, commented: "*After the step taken on 29 July 2019, our first day of listing, today we are announcing a major project of growth and development enabling us to enhance the strengths of our Group, which we have nurtured and expanded by always taking our stakeholders into account, just like a talea that becomes a strong and healthy plant. The DNA of our Talea is a commitment to providing innovative and sustainable solutions for our customers and partners, always looking for new opportunities for growth and development. Thanks to new technologies and digital, we all have the opportunity to exert more control over our lives, with amazing results for companies and individuals. It is people who change the dynamics of the relationship with brands, and it is precisely on people that we have always focused and from which we have started to evolve our growth strategy. With Talea, we want to fulfil the needs and desires of people and companies through digital transformation, digital business and the data economy. Expanding our offering will enable us to seize new opportunities in the market in the future, while continuing to grow sustainably as we have done so far.*"

The name **Talea** represents the **essence and philosophy** of the Group, which is committed every day to making opportunities for Customers and Partners propagate, prosper and grow through the digital world. Founded in Viareggio in 2014 and listed since July 2019 on the Euronext Growth Milan market of the Italian Stock Exchange, Farmaè is a media platform and a benchmark in the e-retailing of personal care, health, wellness and beauty products: over the years, the Group has seen a steady increase in numbers, thanks to a strategy of growth by M&A and the addition of new product categories expanding its product offering.

With its many brands - **Farmaè, Beautyè, Sanort, AmicaFarmacia and Farmaeurope** - the Group now has more than 220 professionals and operates mainly in e-commerce, but it also has a physical footprint with 14 stores and owns the online communication and marketing agency Valnan.

The decision to embark on the rebranding project stems from a careful analysis - both internal and external - and from the awareness that eCommerce today is not only a shopping channel, but also a way of accurate and profiled communication: an integrated commercial platform capable of transferring information and content as well as of directing purchases.

The evolution of the growth strategy

The growth strategy that the Group intends to pursue guarantees specific experiences for specific needs and desires, unlike generalist service providers, and it is driven by the principle of sustainable development to guarantee a balance between economic development, environmental impact and social wellbeing; it envisages:

- seizing new revenue opportunities in business services with the creation of **Talea Media**, the Group's new brand for managing an ecosystem of digital opportunities for companies
- pursuing growth by **acquiring new companies** in cross-border markets, with the aim of expanding the product offering;
- starting the **internationalisation process** with the development of the multi-store approach in the main European countries (Germany, France, Spain, England) and through strategic industrial partnerships;
- **consolidating market leadership** in the e-retailing of health, wellness and beauty products (the Group's core business) with the Farmaè, AmicaFarmacia, Farmaeurope, Sanort and Beautyè brands.

The key pillars of the growth strategy

Underlying the Group's growth strategy is the desire to support the evolution of companies in the current digital scenario, not only by offering proprietary platforms for the sale of products, but also through strategic advisory services for the digital evolution of business models.

The Group's strategy rests on three key pillars:

- **needs**, thanks to the ability to intercept the expressed and unexpressed demands of the relevant communities, therefore no longer just of the consumer or customer, but of the individual and of companies, identifying the most suitable markets to satisfy the different needs, offering evolved engagement experiences through a universe of reliable, simple, secure digital solutions
- **digital evolution**, through the ability to evolve companies' business models thanks to digital culture, making them more competitive in their relevant markets and closer to the needs of people and companies, building new services, channels and positioning capable of exploiting all the skills and capacities to generate performance, even in cross-cutting markets, based on digital know-how;
- **data economy**, with the ability to generate growth in the Group's relevant markets through a business analytics approach that analyses the data of millions of active customers who interact daily on the

Group's platforms. It is thanks to the exploitation of data that the Group is also able to offer direct services to businesses.

Talea Media is born

Talea Media is the Group's new brand, designed and created to **manage an ecosystem of digital opportunities** for businesses. It offers services on the Group's digital platforms (eCommerce) ranging from strategic consulting – to understand the actual needs of end consumers and devise customised engagement solutions – to Data Analysis, supporting companies in analysing their positioning and drafting new models, up to the construction of new digital languages, both visual and content-related, and the development of digital marketing strategies aimed at engaging and acquiring leads and customers through proprietary digital channels and the use of Media.

The evolution of the supply chain

Talea Logistics is the Group's new logistics core that is entrusted with the efficient and fast delivery of products sold on proprietary digital platforms. To optimise services and offer consumers a fast and streamlined shopping experience, new logistics hubs are planned. In particular, a new 12,000 square metre automated logistics hub in Piedmont will be opened by 2023, in addition to the current 5,000 square metre logistics hub in Tuscany.

In addition, new investments in technology are being considered for greater automation of processes and operations in the logistics hubs and thus greater cost efficiency. The Group also intends to capitalise on its logistics know-how and the investments made over the years by offering its logistics services to all those small/medium-sized Italian companies approaching online business. The Group's entire logistics-supply chain strategy will be marked by sustainability, with the aim of implementing solutions that are not only economically efficient, but that can make a concrete contribution to the well-being of people and the environment.

Talea Group structure and industry targets to 2025

The Talea Group's business model is based on three main areas of activity: the Consumers Area, namely the current e-retailing business of Farmaè, AmicaFarmacia, Farmaeurope, Sanort and Beautyè, the Industrial Area, dedicated to media services and digital transformation with Valnan and Talea Media, and the Supply Chain Area with Talea logistics.

By 2025, the Consumers Area is expected to account for between 92 and 94 per cent of turnover, with a possible target of 1.7 million customers, 150,000 products for sale on digital platforms and 22 million products sold.

By 2025, the Industrial Area aims to represent between 6-8% of the Group's total turnover, with a target of 400 active industrial customers, more than double the current 180, and a targeted audience of 90 million sessions on digital platforms.

In the area of Supply Chain & Logistics, by 2025, 80% of deliveries aim to take place within 24 hours, and Talea Logistics is expected to stock more than 100,000 products for the benefit of end consumers and companies. Also, the company is considering the launch of several logistics hubs to speed up shipping services and bundle processes and functions into one integrated model.

As part of the growth strategy to 2025, the Board of Directors of Farmaè is also considering an internationalisation process through the multi-store approach in major European countries – Germany, France, Spain, England – and through agreements with strategic industrial partners abroad. In addition, a commercial offer is planned to target each country's ideal customers with a dedicated Media budget.

Farmaè Group today: the main KPIs

- Consolidated revenue 2022: 116.1 million
- Number of orders on the platform in 2022: 2,384,138
- Number of products sold in 2022: 12,077,490
- Conversion rate: 4.0%
- Revenue Q4 2022 vs. Q4 2021: +38%.
- Number of active customers (consumer): 1,000,000
- Number of service customers (industrial) 180

The rebranding project will be presented to the financial community and industry today at Spazio Gessi, Via Manzoni 16A, Milan at 11.30 a.m.

This press release is available in the Investor Relations section of the Company's website at <https://www.farmaegroup.it/>.

This press release contains forward-looking statements regarding the intentions, beliefs or current expectations of the Farmaè Group in relation to financial results and other aspects of the Group's activities and strategies. The reader of this press release should not place undue reliance on such forward-looking statements as actual results could differ materially from those contained in such forecasts as a result of multiple factors, most of which are beyond the Group's control.

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, FarmaEurope and the media company Valnan Communications. The Group places the customer at the center 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.

For further information:

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