

# TALEA GROUP

DIGITAL PEOPLE ORIENTED

## Press Release

### TALEA GROUP KEEPS GROWING IN THE HEALTH AND WELLNESS SECTOR: ACQUISITION OF THE BRANDS FARMAHOME AND SUPERFARMA

*The transactions are part of the consolidation of the company's external development strategy, aimed at gaining significant new market share*

*The two new brands join the recent acquisitions of Gooimp, Mood Concept Store and Doc Peter and bring the number of acquisitions to 5 in 2023*

**Viareggio, 13 December 2023 – Talea Group S.p.A.** – a company listed on the Euronext Growth Milan market of the Italian Stock Exchange, resulting from the rebranding of Farmaè S.p.A. and leader in the e-retailing of products for personal health and wellbeing as well as in media and digital transformation services for businesses (the "**Company**") – announces that it has acquired the availability of the trademarks "Farmahome" and "Superfarma" and their related domains [www.farmahome.it](http://www.farmahome.it) and [www.superfarma.it](http://www.superfarma.it).

**Riccardo Iacometti, Founder and Chief Executive Officer of Talea Group**, commented: "*The entry of Farmahome and Superfarma into the Group, on the one hand, testify to our drive to continue to grow and invest and, on the other, are a further step in the **consolidation of our external growth strategy**. The two new brands join the recent acquisitions of Gooimp, Mood Concept Store and Doc Peter over the past six months, bringing the number of acquisitions to 5 in 2023.*

*Thanks to a **broad product offering** and **the high level of loyalty** that both brands have been able to achieve, Farmahome and Superfarma allow us to gain relevant market shares. The excellent market volumes combined with our proven track record of accelerating the growth of e-commerce platforms will enable both to achieve stellar results in a short time, while optimising costs and increasing economic strength. We believe that **this M&A strategy, combined with a strong boost of Talea Media's new Industrial business line** - which we expect to have a positive impact on both turnover and margins as of next year - coupled with cautious cost management through a greater valorisation of the Group's strategic assets such as logistics, procurement and marketing, will enable Talea Group to also bring forward the achievement of the 2025 Business Plan targets.*"

#### FARMAHOME

Talea Group acquired the ownership and availability of the "Farmahome" trademark and its related domain from Parafarmacie FP S.r.l..

**The e-commerce platform [www.farmahome.it](http://www.farmahome.it) registered more than 1.2 million users and 110,000 customers, generating a turnover of around EUR 5 million.** The website, live since 2018, is very well appreciated by consumers, as shown by **the top level of satisfaction achieved: 4.7 stars from 14,000 reviews on Feeday**. The website is one of the independent players with the highest volume on the market thanks to its wide range (over 60,000 SKUs) and high customer loyalty.

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The parties agreed on a price of Euro 2,000,000 (+ VAT), to be paid in sixty monthly instalments of Euro 33,333.33 starting from 20 December 2023. As far as the payment of the VAT is concerned (€ 440,000.00), the same will be spread over 24 months starting from 20 December 2023. Therefore, the first 24 instalments of payment of the transaction will amount to € 51,666.66 each.

## SUPERFARMA

Talea Group acquired the availability of the "Superfarma" trademark and its domain from Farmacia Dello Stadio S.R.L.

The [www.superfarma.it](http://www.superfarma.it) website generated a turnover of EUR 1.1 million thanks to 160,000 users and 24,000 customers. The platform, online since 2018, stands out for its high level of service and professional advice from pharmacists, resulting in 12,000 reviews on Feeday with an average of 4.9 stars. The 40,000 SKUs catalogue is expandable and will be served by Talea Group's logistics hubs.

A "rent to buy" contract was finalised, the total value of which was set at Euro 325,000 + VAT: the amount will be paid in sixty monthly instalments worth Euro 3,000 + VAT starting from 11 January 2024, and a final instalment of Euro 145,000 + VAT to be paid on 11 December 2028 together with the last monthly instalment.

The acquisitions are part of the Group's **continuous growth process, also by external lines**, which started in May 2021. Talea Group will use its own funds without resorting to loans. In particular, thanks to this deferred payment method, Talea Group hopes to self-finance itself with the revenues generated by the sales activity of the newly acquired platforms, without burdening the Group's cash position.

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This press release is available in the Investor Relations section of the Company's website [www.taleagroupspa.com](http://www.taleagroupspa.com).

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Talea Group S.p.A, a company listed on the Euronext Growth Milan market of the Italian Stock Exchange and resulting from the rebranding of Farmaè S.p.A, is one of the leading digital groups in Europe in the Health, Wellness and Beauty multichannel macro-sector and in media and digital transformation services for businesses. Talea Group S.p.A. operates with a business model based on two revenue-generating areas: the Consumers Area, dedicated to e-retailing in which the brands Farmaè, Amicafarmacia, Farmaeurope, Dokidaki, Doc Peter, Gooimp, Mood Concept Store, Sanort and Beautyè currently operate, and the Industrial Area dedicated to media services and digital transformation with Talea Media and Valnan Communications. The Group - which today employs more than 240 professionals - places People and Companies at the centre of its values and actions in order to satisfy their needs and desires, and bases its identity on digital culture and the ability to evolve business models and generate growth within its relevant markets through innovative and sustainable solutions.

For further information:

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