

# TALEA GROUP

DIGITAL PEOPLE ORIENTED

## Press Release

### TALEA GROUP ACQUIRES THE BEST BODY AND VITAMINCENTER BRANDS WITH RELEVANT DOMAINS AND PRIVATE LABEL BRANDS

**Thanks to these two acquisitions, Talea Group strengthens its position in the world of supplements and continues on its development path through M&A, enhancing the value of its branded products and the related benefits on margins**

**Viareggio, 8 February 2024 – 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 ("Talea" or the "Company") – announces that it has acquired the availability of the trade marks "Best Body" and "VitaminCenter", their relevant domains [www.bestbody.it](http://www.bestbody.it) and [www.vitamincenter.it](http://www.vitamincenter.it) and the related private label brands "Best Body" and "VitaminCompany".

*"We have opened the year by welcoming into our perimeter the Best Body and VitaminCenter brands," – commented **Riccardo Iacometti, Founder and CEO of Talea Group**, – "which will translate into new market shares in the supplements segment, which for us already accounted for more than 34% of the products sold in 2022; this significantly benefits margins deriving from the turnover of the branded products of the two projects. The acquisition of the brands and their related domains, settled through deferred payment, will positively impact the Group's margins, as both brands market private-label products: they are almost free from marketing costs – unlike the brand industry – and offer higher margins right from the start. The entry of the two domains into Talea Group marks the seventh successful transaction in less than a year - Best Body, VitaminCenter, Farmahome, Superfarma, Gooimp, Mood Concept Store and Doc Peter - testifying to the Group's constant desire to grow and continue to invest. Thanks to this M&A strategy, the strong push on Talea Media's new Industrial business line - which will have a positive impact on both turnover and margins from this year onwards - and careful cost management, we are confident that we will accelerate the achievement of the targets of the Industrial Plan to 2025, presented to the market a year ago."*

#### **BEST BODY**

Talea Group acquired the ownership and availability of the "Best Body" brand and relevant domain – as well as the "Best Body" brand for private label products – from the founding partners Luca Federici and Jacopo Vietina, and from the other partners Bartolomeo Ghione, GiBi Group S.r.l. and Ge.Co. S.r.l. **The e-commerce platform [www.bestbody.it](http://www.bestbody.it)** has been in operation since 2007, has about 100,000 users and, **with over 7,000 products in its catalogue, specialises in the sale of sports, fitness and wellness supplements.** In 2023, it generated a turnover of about 4 million

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Euro, of which about 13% came from "Best Body" private-label products with an average sales margin of 52%.

Talea Group acquired "Best Body" by renting it first and then purchasing the brand and domain over 5 years. The rent was agreed between the parties at Euro 180,000 (+VAT) per year with monthly payments and a final instalment of Euro 540,000 (+VAT) for an overall total of Euro 1,440,000 (+VAT).

## VITAMINCENTER

Talea Group acquired from Vinicio Varricchio the ownership and availability of the trademarks "VitaminCenter" and "VitaminCompany" and the relevant domain.

**The website [www.vitamincenter.it](http://www.vitamincenter.it), with over 5,000 products in its catalogue, generated a turnover of €1.3 million in the first half of 2023** thanks to over 400,000 users. The platform, online since 2002, stands out as a leader in the sports nutrition, health and wellness sector. VitaminCenter offers a wide range of quality products, which generates an overall average **sales margin of 60%**; out of this, the average **sales margin for private label "VitaminCompany" products stood at 70%** in 2023.

The total value of the contract has been set between the parties at Euro 848,000 (+VAT): Euro 648,000 (+VAT) will be paid in thirty-six monthly instalments worth Euro 18,000 (+VAT) starting from 10 February 2024, whereas Euro 200,000, as a deposit, will be paid in five equal monthly instalments starting from 23 February 2024.

These two new acquisitions are part of the **Group's ongoing growth process, also by M&A**, initiated in May 2021, and are in addition to the other acquisitions made during 2023. By adopting the deferred payment method, Talea Group intends to self-finance its operations using the profits generated by the sale of the newly acquired platforms, thus avoiding burdening the Group's financial resources.

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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.

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