



# TALEA GROUP

DIGITAL PEOPLE ORIENTED

April 3, 2024



# 10 YEARS OF CONTINUOUS GROWTH

REVENUES GROWTH  
CAGR 2015-2023  
59%

€/mln



2014

Riccardo Iacometti establishes Farmaè

2019

Listing on Stock exchange AIM Market  
Launch of Beautyè and new logistics hub

2020

Acquisitions of Sanort and Valnan

2021

Acquisition of Amicafarmacia

2022

Acquisition of Farmaeurope  
Entry of new product categories (e.g. Pet)

2023

Farmaè Group evolves into Talea Group  
Launch of Talea Media  
Launch of Talea Logistics and new logistics hub  
International  
Acquisition of Mood, Gooimp and Doc Peter, Superfarma and Farmahome

2024

Acquisition of Best Body, VitaminCenter

# LEADER IN ITALY WITH A MULTI-WEB SITE APPROACH FEEDING DATA FOR MEDIA ACTIVITIES



# Consumers Area

In the Consumers Area we operate in 4 different markets: Health and Wellness, Beauty, Orthopedics and Furniture Design.

We have been the **market leader** in the Health and Wellness segment for years, the goal in 2026 is to reach a **market share of 25%**.

In 2023 on all our eCommerce platforms we had an offer of more than **100.000 SKUs**.

We have a stabilized **conversion rate** across platforms over 4% and enough critical mass at the performance level to enable us to improve our **economies of scale**.

In order to **improve the commercial margins** of the Consumers area and offer new, high-quality products to the end consumer, we acquired three Private Labels in 2023: **Gooimp, Best Body and VitaminCenter**.

Gooimp has an extensive range of products in the **supplement, dermocosmetics** and **personal care** segments, made with special attention to the rules of sustainability.

Best Body and VitaminCenter have long been considered two references on the Italian market in the **sports supplement** segment.

## HEALTH & WELLNESS

farmæ

amicafarmacia

farmaeurope

docpeter.it

SUPERFARMA

farmahome  
la parafarmacia in casa

dokidaki

## BEAUTY

beautyè

## ORTHOPEDICS

sanort

## FURNITURE DESIGN

MOOD  
CONCEPT STORE

## PRIVATE LABEL

SUPPLEMENTS AND  
DERMOCOSMETICS

Gooimp

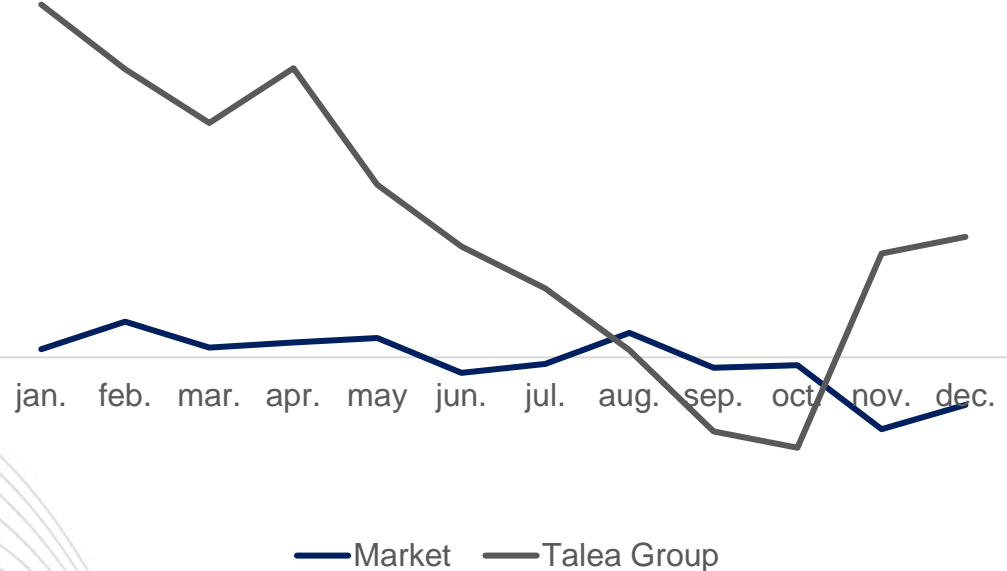
SPORTS  
SUPPLEMENTS

VITAMINCENTER

SPORTS  
SUPPLEMENTS

BESTBODY.IT

# TALEA GROUP IS THE UNDISPUTED LEADER ON THE ONLINE HEALTH & WELLNESS ITALIAN MARKET



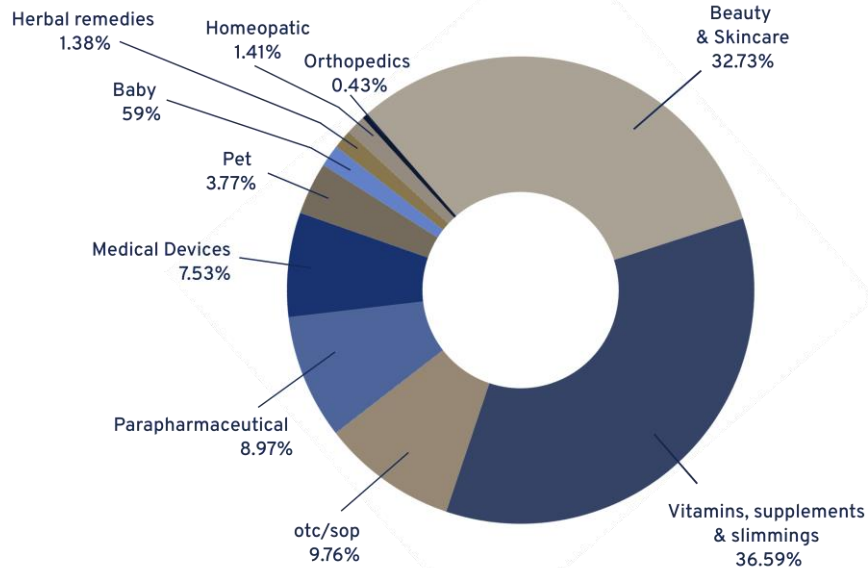
**MARKET ONLINE JAN-DEC 2023\***  
-0.68%

**TALEA GROUP JAN-DEC 2023\***  
+13.19%

\*Source: Newline

# A WIDE RANGE OF PRODUCTS MANAGED IN

More than 100.000 SKUs in 2023



Almost 14.34 M of products sold in 2023 (+9,3% YoY)  
thorugh 2,93 M orders (+ 9% YoY)

# A WIDE RANGE OF PRODUCTS MANAGED IN TWO LOGISTIC HUBS

Two automatized logistic hubs to support growth and to improve speed delivery

Tuscany : 5.000 sqm + 1.500 sqm  
Piedmont: 13.000 sqm



The goal of the two automated logistics hubs is to provide a fast and streamlined shopping experience for consumers and through increased automation of processes and operations to make industrial costs efficient (30%).

The Group's current logistics capacity can support revenue growth of up to 350 million.

# Industrial Area

Talea Media is our online media company. The Group, through Talea Media, generates revenue from both **Inventory Monetization** (sale of advertising space on Group sites) and **Data Monetization** (sale of audience data - Privacy compliant).

Thanks to this **new sales channel**, we have the opportunity to generate an alternative revenue line to the Consumers Area at a **higher commercial margin** by enhancing the generation of **new incremental revenue** thanks to the monetization of data and space and a **new industrial relationship** (large advertisers + industry players).

MEDIA AGENCY

**TALEA MEDIA**

Valnan is our online Communication and Marketing agency. It operates in the market through **four strategic units** - Digital Create, Tech, Marketing and Data - that offer customized solutions to the digital market in Italy.

It has recently added "Zip Strategy," which is the new division dedicated to creating and launching brand strategies.

Valnan has established **strategic partnerships** with leading companies in key industries, such as human resources, energy, retail, fitness and pharmaceutical.

AGENCY

**valnan**

A further line of revenue for the Group is generated by Trade Marketing (co-marketing) activities, coordinated and managed by the Group marketing area, which since 2018 have enhanced industry relations with suppliers in the Consumers area by offering them **custom activities of their brands on proprietary eCommerce platforms**.

Trade Marketing activities offer industry, particularly trade management, **services on digital platforms** ranging from strategic consulting to the creation of a marketing & communication plan that **drives levers for improvement on positioning within 'our Group properties**.

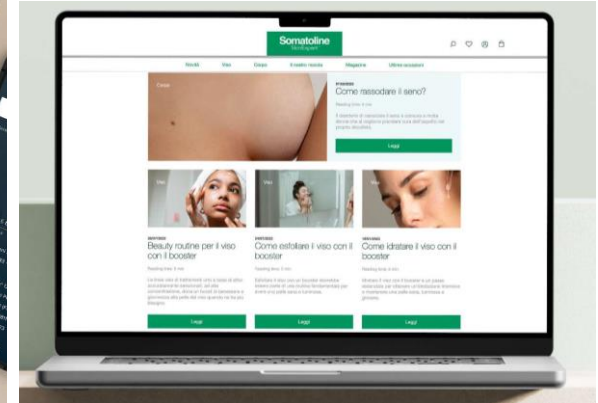
TRADE

**TRADEMARKETING**



# VALNAN: ITALIAN EXCELLENCE IN DIGITAL COMMUNICATION AND MARKETING

- Targets: Health, Wellness and Beauty Industries, Food and beverage Industries, Tech Industries, Retail Industries (B2B, B2C, B2B2C)
- Key client: Chief Marketing Officer
- Revenue stream: Consulting, Project contracts
- Digital assets: Brands digital assets
- Business Model: Online communication and marketing consultancy
- +24 New Clients in 2023

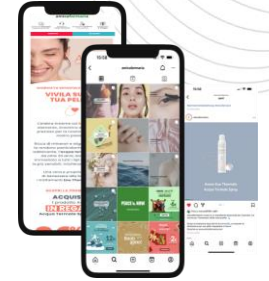


# TALEA AND VALNAN: THE TRADE-MARKETING ACTIVITY

- Targets: Health, Wellness and Beauty Industries
- Key client: Procurement Manager
- Revenue stream: Project contracts
- Digital assets: Brands digital assets
- Business Model: Online communication and marketing consultancy



## 4 STRATEGIC AREAS



# TALEA MEDIA: A NEW PLAYER IN THE RETAIL MEDIA ACTIVITIES

To manage an ecosystem of digital opportunities for businesses

**Growing market: retail media adv spend will grow at a 27% CAGR\* in 2022-26**

*“Retail Media refers to the digital advertising space, retail data assets and in-store opportunities a retailer or marketplace owns, which is then made available to brands for the execution of advertising campaigns. Campaign goals include (but are not limited to) brand awareness, driving sales and new product discovery.*

*Retail Media includes an increasing range of digital opportunities which can be segmented into off-site, on-site and in-store environments. Retail Media also includes the targeting, optimisation and measurement elements of digital campaigns”.*



- **Targets:** Health, Wellness, Beauty Industries (B2B) and FMCG multinationals
- **Key Client:** Chief Marketing Officer, Media Center, Market Research and Analysis Company
- **Revenue stream:** Media contracts
- **Digital assets:** Own digital properties
- **Business Model:** Publisher, Data Economy
- **Contracts** from 1 January 2024

# HOW THE RETAIL MEDIA PLATFORM WORKS

## TALEA GROUP

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### Consumers Area



### AUDIENCE

€ INVENTORY MONETIZATION

DATA MONETIZATION €

Retailer on-site activations

**TALEA GROUP**  
DIGITAL PEOPLE ORIENTED



Media provider partners **sky** **RCS** **PubMatic** **adform**

Activations drive advertisers to its:



Store



E-Comm

OFF-SITE MONETIZATION

Activations drive to



Store



E-Comm



Branding

A low-angle, perspective shot of a person standing at the end of a long, narrow concrete walkway. The walkway is flanked by two massive, textured concrete walls that rise steeply on either side. The person is silhouetted against a bright, clear sky at the end of the path. The overall mood is one of vastness and forward-looking ambition.

# 2026 Roadmap

# KEY DRIVERS TO GROWTH AND PROFITABILITY

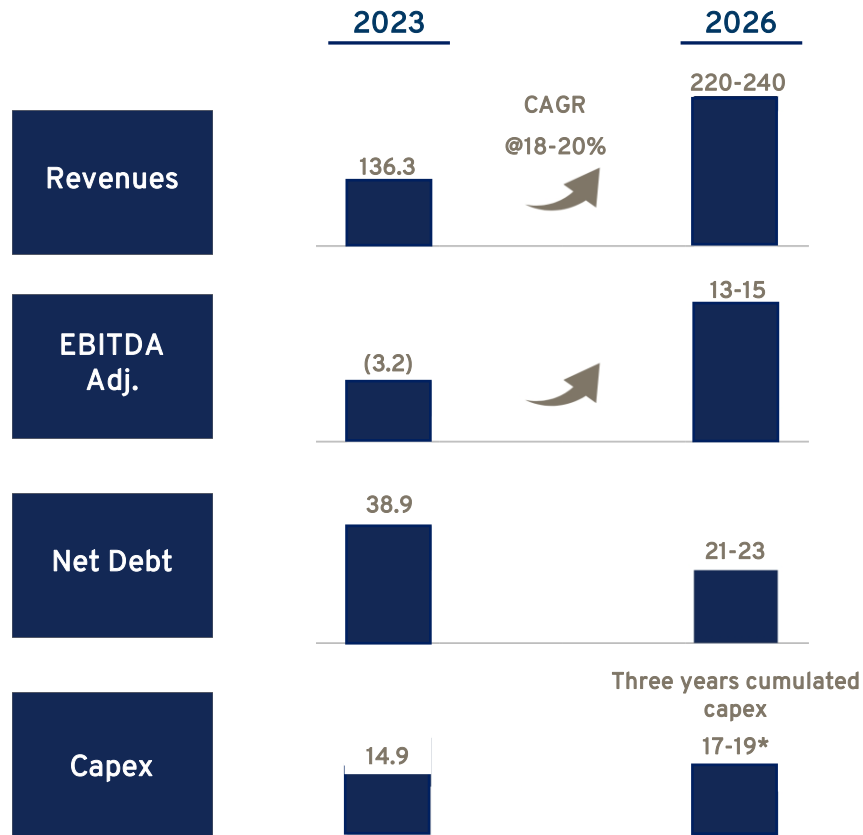
## 3 drivers:

Critical mass and  
different platforms  
to have greater  
economies of scale

Industrial Area

Private Label

# 2026 FINANCIAL TARGET



Note: all numbers in the graphs are in € millions. Sums may add up to slightly different numbers due to rounding.  
\*Cumulative capex period 2024-2026.

## Consumer Business:

- Full integration of new eCommerce recently acquired
- Fully integrated offer among the different properties
- Full deployment of private label offer with special focus on specialized products (Vitamincompany & Best Body)

## Industrial Business:

- Full development and deployment of Talea Media, Trade-marketing and Valnan.

## Operating costs:

- To maintain the growth of operating costs lower than the revenue growth (enhancement of the economies of scale)

# Financial KPI





# FY2023 KPI

- Consolidated adj revenues at 136.3 million euro in 2023 (+12.7% YoY)
- 2024 opens with 17.4% YoY growth in January
- Talea starts to benefit from 2023 investments with further boost from media activities (Trade-marketing + Talea Media + Valnan)

**1** Revenues Adj. **136.3 M (+12.7% YoY)**

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**2** Revenues Area Consumer **129.9 M (+12.9% YoY)**

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**3** Revenues Area Industrial **6.5 M (+9.3% YoY)**

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**4** No. of orders **2.934 M (+9% YoY)**

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**5** No. of products **14.34 M (+9.3% YoY)**

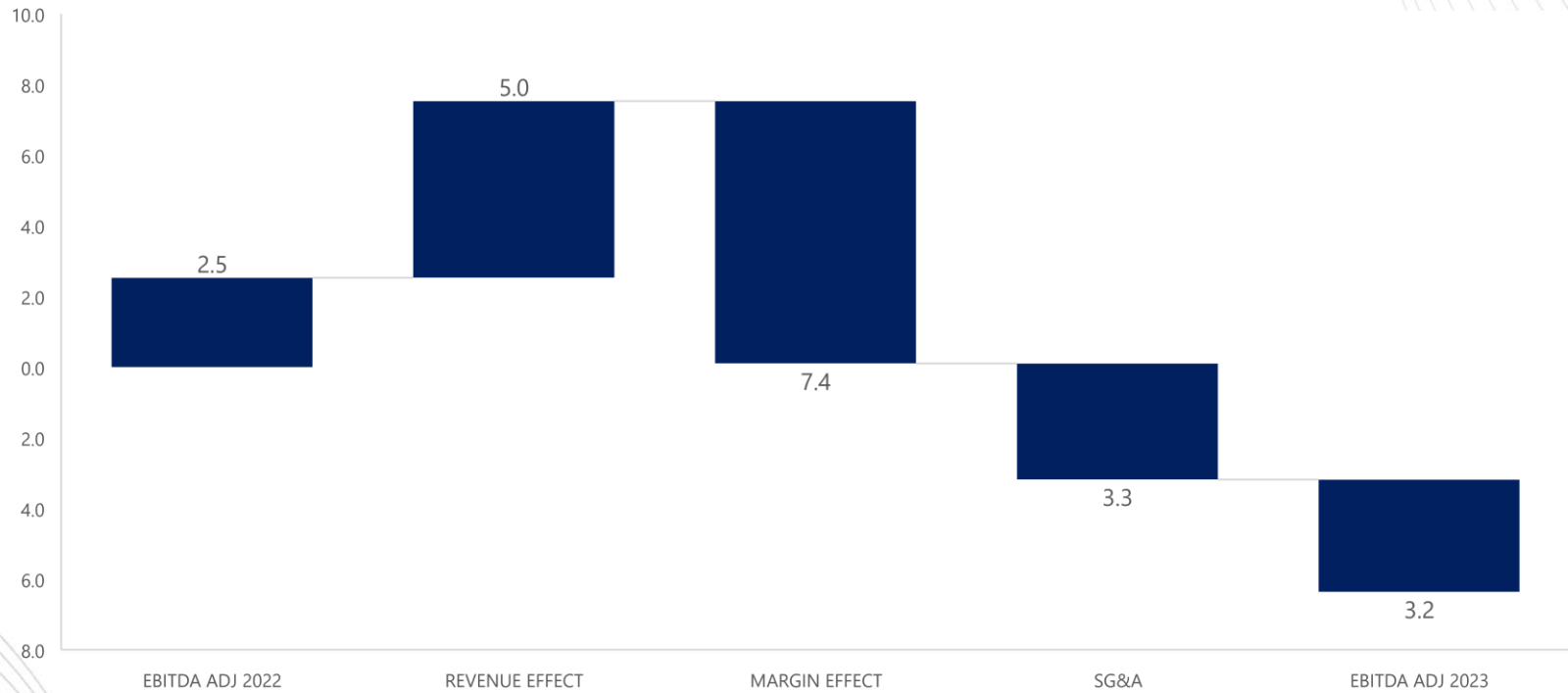
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# FY2023 RESULTS

€/mln	FY2023	FY2022	YOY
SALES	131.483	116.307	13.0%
Gross margin	35.935	38.357	(6.3%)
Gross margin	27.3%	33.0%	(5.7%)
Selling and distribution as percentage of sales	(24.6%)	(24.6%)	0.0%
Administrative costs as percentage of sales	(5.3%)	(6.2%)	+0.9%
Other operating expenses as percentage of sales	-	-	n.d.
EBITDA ADJ	(3.2)	2.5	(5.7)
EBITDA margin %	(2.4%)	2.2%	(4.6%)
Ebit	(7.742)	(58)	(7.684)
Net result	(7.512)	(949)	(6.562)

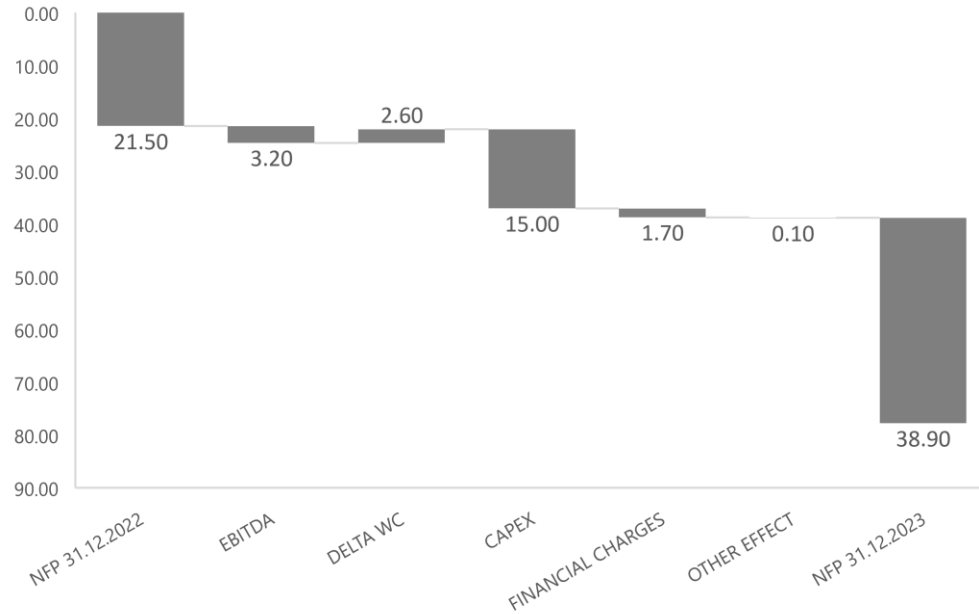
- Staggering numbers increase in the year, with consolidated adj revenues of euro 131.483 million, up 13.0% yoy (without trade marketing revenues)
- Sharp improvement in revenues and logistics capacity with a new 13,000 sqm warehouse in Piedmont

# EBITDA BRIDGE



\*

# NET FINANCIAL DEBT BRIDGE €/m



The increase of Net Financial Position is mainly affected by the capex investment due to the new logistic platform in Nichelino, which became operational at the end of July 2023, that allow the Group to support the expected growth in revenue due to the integration of the new platform and the development of the private label business.

- Monetary Net Financial Position, net of Lease for €9.5 mn and Tax credits for € 6.5 mn, equal to € 22.9 mn vs € 10.9 mn in FY 2022

The image features a white background with two decorative circular elements. Each element consists of a dark blue, cracked, textured surface on top and a white wireframe mesh on the bottom. The top-left element is partially cut off by the edge of the frame. The bottom-right element is also partially cut off. The text "Thank you" is centered in the middle of the page.

Thank you

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