



# TALEA GROUP

DIGITAL PEOPLE ORIENTED

September 30, 2024

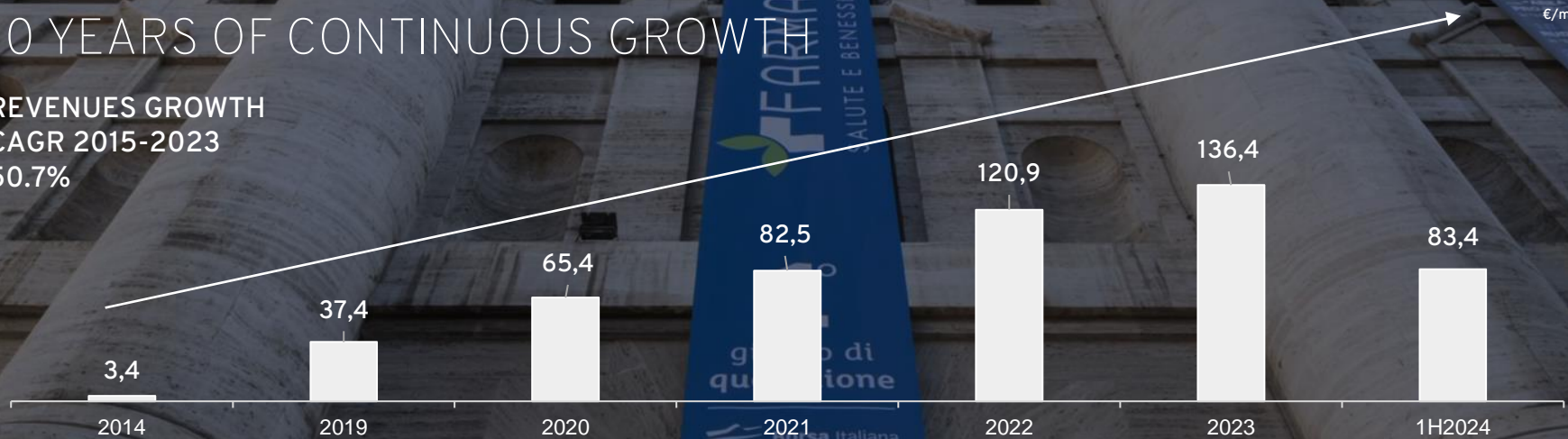


# LEADER IN ITALY WITH A MULTI-WEB SITE APPROACH FEEDING DATA FOR MEDIA ACTIVITIES



# 10 YEARS OF CONTINUOUS GROWTH

REVENUES GROWTH  
CAGR 2015-2023  
50.7%



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 and their related Private Labels  
Launch of the 'Farmaè' Private Label and Amica Farmacia

# Consumers Area

Market leader with 25% share

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.

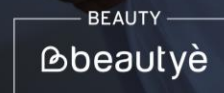
We have a stabilized conversion rate across platforms over 4% and enough critical mass at the performance level to enable us to improve our economies of scale.

**N° Active customers 2023:** 1,087,572  
**N° Active customers 2024 (6 months):** 721,175  
(customers who made a purchase in 2024)

**Active Customer Analysis: 71% women, 29% men**

<b>24.5%</b> are 45-54	<b>22%</b> are 35-44	<b>21%</b> are 55-65	<b>17%</b> are 25-34	<b>12%</b> are over 65	<b>3,5%</b> are 18-24
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**Average Order 2023:** €56.07  
**Average Order 2024:** €58.91





# Consumers Area

## Improving profitability through private labels

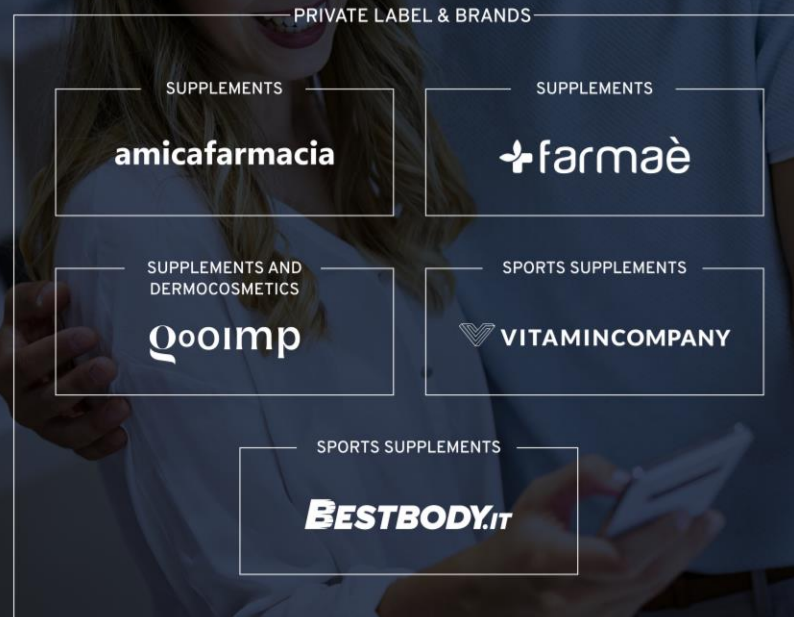
In order to **improve the commercial margins** of the Consumers area and offer new, high quality products to the end consumer, we acquired three Private Labels in 2023: **Gooimp**, **Best Body** and **VitaminCompany**.

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 VitaminCompany have long been considered two references on the Italian market in the **sports supplement** segment.

In 2024, we launched the Private Label of the commercial brand **Farmaè** (*Farmaè - È Fatta per Te*), focused on the **supplement segment**, contributing to the strengthening of the Group's commercial positioning and profitability through the control of production costs and the expansion of the offer online and in Farmaè shops.

The recently launched Private Label of the commercial brand **Amicafarmacia** offers both the uniqueness of exclusive products and higher margins, all while prioritizing the needs of the consumer.



# TRUSTPILOT REVIEWS



**393.305** Certified Reviews

## Current TrustScore <sup>i</sup>

**4.3** ★★★★★

Based on **393,305 reviews** you received

Days at your current TrustScore **153**

Reviews received in the last 28 days **-3% ↓ 1,839**

## TrustScore benchmark

Current TrustScore

**4.3** ★★★★★

Category average  
(Health and beauty shop)

**2.8** ★★★☆☆

<sup>i</sup> Your TrustScore is higher than the average TrustScore in your category.

# TWO AUTOMATIZED LOGISTIC HUBS

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

Tuscany (Migliarino): 5.000 sqm + 1.500 sqm  
Piedmont (Nichelino): 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

## Managing Data for Media Activity

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**.

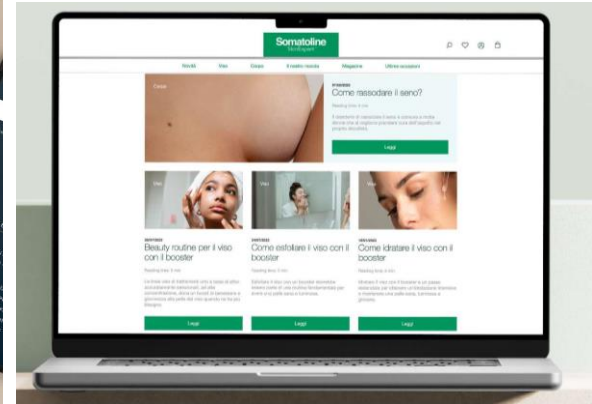
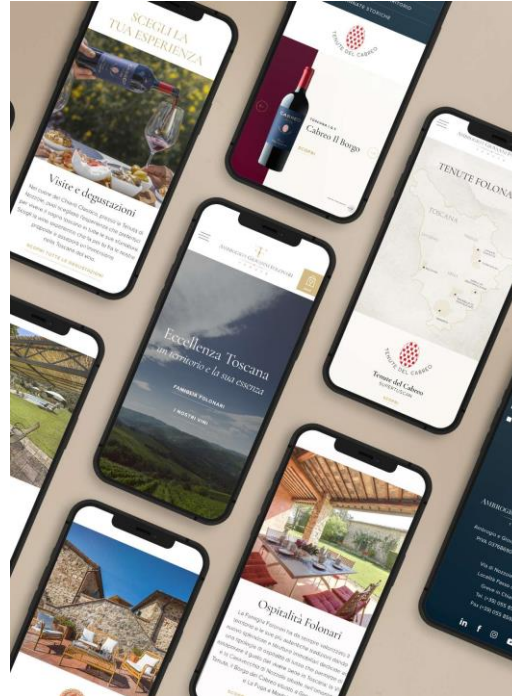
TRADE

**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**

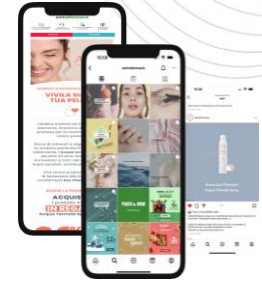


# TALEA AND VALNAN: THE TRADE-MARKETING ACTIVITY

- **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

# 1H2024 RESULTS



# STRATEGIC MILESTONES 1H2024

## **EXPANDING BRAND PORTFOLIO FOR MARKET LEADERSHIP**

- Acquisition of “Best Body” and “VitaminCenter” brands and domains, enhancing Talea's product range and boosting its market positioning within the health and wellness sector, driving profitability.
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## **DRIVING INNOVATION WITH PRIVATE LABELS**

- Launch of two strategic private labels: 'Farmaè - È fatta per te' in May 2024, and a 24-product line under the Amicafarmacia brand in July 2024. Both designed to increase profitability and market visibility by offering competitive, high-quality health and wellness solutions, reinforcing leadership in the e-commerce sector.
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## **OPERATIONAL EXCELLENCE AND MARKET RECOGNITION**

- Ranked 1st in Health and Wellness and 4th among Italian generalist e-commerce sites. Talea continues to set benchmarks in the industry, confirming its role as a leader in e-commerce.



# 1H2024 KPI

- Consolidated adj revenues 83.4 million euro in 1H2024 (+10.1% YoY)
- **Consumer Area** revenues showed steady growth, reaching 77.6 million euro in 1H2024 (+7.5% YoY)
- Since 2023, the **Industrial Area** has seen strong growth, driven by strategic investments. This led to a **70.7% YoY revenue increase** in 1H2024, reaching **€5.8 million**, supported by new sales channels, strategic partnerships, and enhanced digital services

1 Revenues Adj. **83.4 M (+10.1% YoY)**

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2 Revenues Consumer Area **77.6 M (+7.5% YoY)**

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3 Revenues Industrial Area **5.8 M (+70.7% YoY)**

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4 No. of orders **1.71 M (+6.2% YoY)**

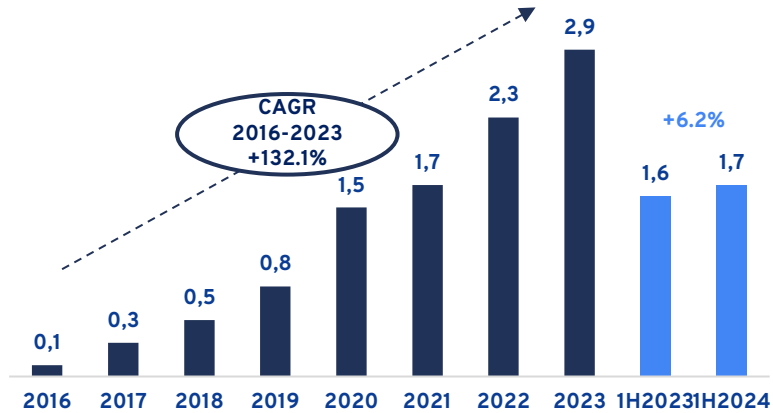
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5 No. of products **8.45 M (+9.9% YoY)**

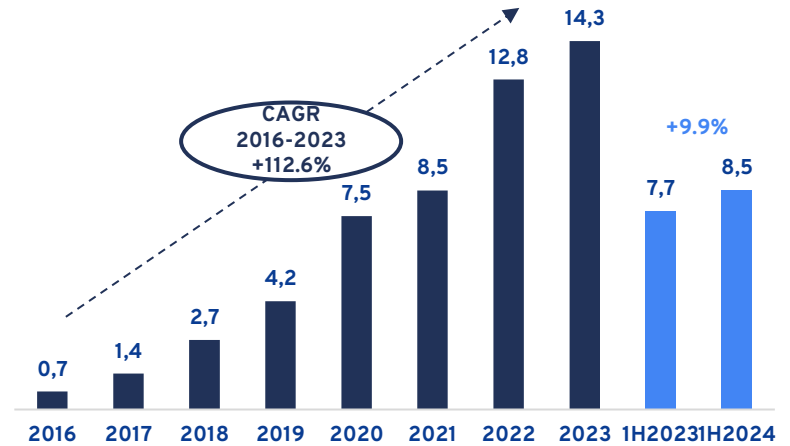
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# STRONG GROWTH IN ORDERS (+6.2%) AND PRODUCT SALES (+9.9%) IN 1H 2024

Orders (m)\*



Product sold (m)\*



# 1H2024 RESULTS

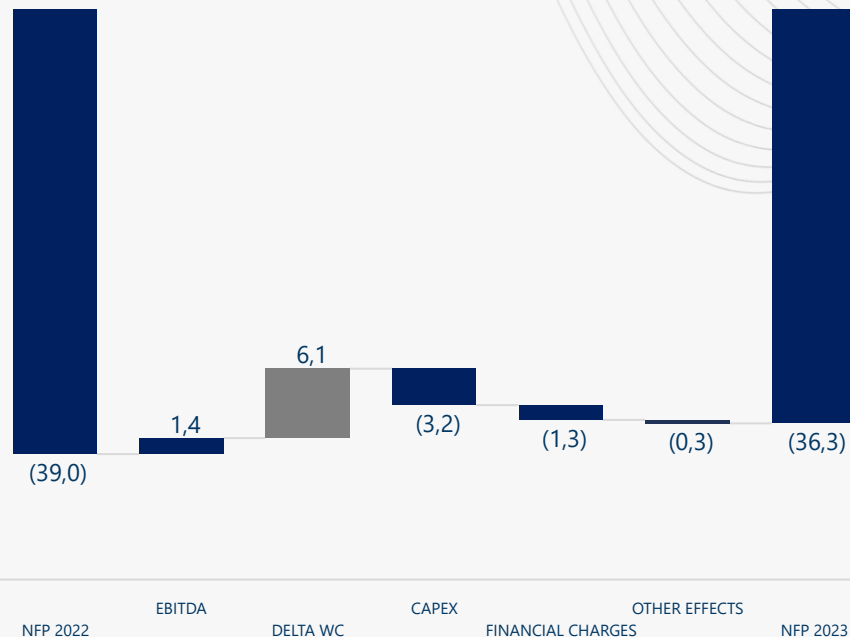
€/mIn	1H2024	1H2023	YOY
SALES	79.021	72.928	8.4%
Gross margin	24.171	21.247	13.8%
Gross margin	30.6%	29.1%	1.5%
Selling and distribution as percentage of sales	25.8%	24.3%	6.2%
Administrative costs as percentage of sales	8,4%	5.1%	13.7%
Other operating expenses as percentage of sales	-	-	n.d.
EBITDA	1.4	1.1	24%
EBITDA margin %	1.7%	1.5%	13.3%
Ebit	(0.7)	(0.2)	(339.9%)
Net result	(1.915)	(0.940)	(203.7%)

- Significant growth in consolidated revenues, with an 8.4% year-over-year increase, reaching €79.0 million.
- Gross margin increased by 13.8%, supported by logistics improvements.
- **EBITDA rose to €1.4 million (+24%)**, with the margin improving to 1.7%, driven by better commercial conditions and initial efficiencies from the logistics hub.
- The EBIT stands at -€0.7 million, influenced by the **depreciation of significant investments** made in late 2023 and at the beginning of 2024 : Gooimp, Mood Concept Store, Doc Peter, Best Body and VitaminCenter
- The company is leveraging acquired platforms to enhance performance, ensuring future results offset goodwill amortization and charges, for this reason the net result has shifted

# NET FINANCIAL DEBT BRIDGE

	30/06/2024	31/12/2023
Total non-current assets	88,67 M	87,28 M
Total current assets	51,48 M	56,83 M
<b>TOTAL ASSETS</b>	<b>140,14 M</b>	<b>144,10 M</b>
<b>SHAREHOLDERS' EQUITY</b>	<b>29,17 M</b>	<b>31,05 M</b>
Total non-current liabilities	30,80 M	33,47 M
Total current liabilities	80,17 M	79,58 M
<b>TOTAL LIABILITIES</b>	<b>110,97 M</b>	<b>113,05 M</b>
<b>LIABILITIES AND SHAREHOLDERS' EQUITY</b>	<b>140,14 M</b>	<b>144,10 M</b>

The improvement of the Net Financial Position is mainly affected by the contribution of EBITDA and the working capital.



# OUTLOOKS

## HARNESSING

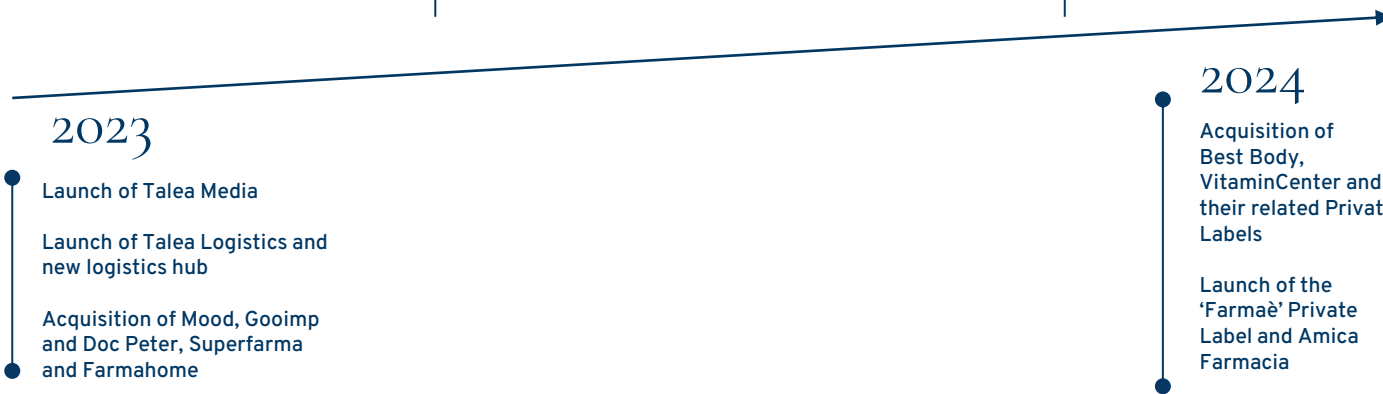
Talea is poised to leverage the recently acquired platforms to drive enhanced margins. These strategic investments are integral to our growth plan.

## CONSOLIDATION

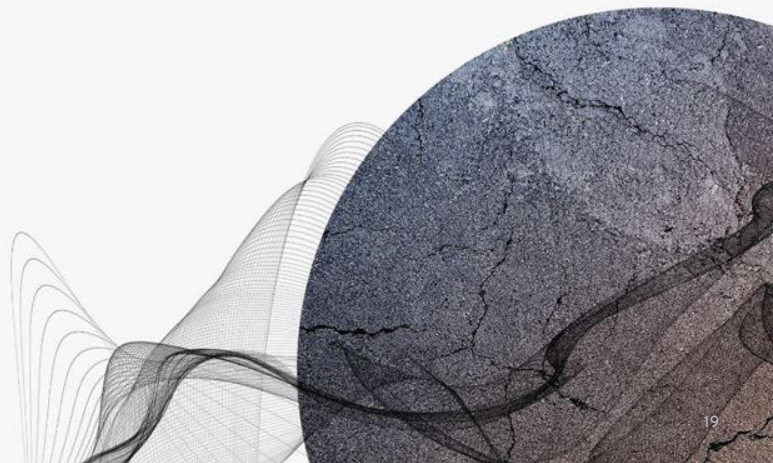
All platforms have already been consolidated, including Farmaè and Amicafarmacia, along with the successful development of VitaminCompany and Best Body. This consolidation allows us to diversify our product offerings, providing a unique value proposition in a competitive market.

## LOYALTY AND LEADERSHIP

The growth in the Consumers sector, combined with our focus on operational efficiency, will further solidify our market leadership and enhance the overall profitability of the Group.







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