

Press Release

FARMAÈ CONSOLIDATES GROWTH: IN THE FIRST HALF REVENUES OF 40.0 MILLION EUROS (+28% COMPARED TO THE FIRST HALF OF 2020) GROWTH IN ACTIVE CUSTOMERS (+13.14%) AND CONVERSION RATE FURTHER IMPROVED

EXPLOIT OF CO-MARKETING REVENUES (+83% YoY)

Viareggio, 20 July 2021 – The Board of Directors of **Farmaè S.p.A.** – a company listed on the AIM Italia market of Borsa Italiana, leader in Italy in the e-retailing of health and wellness products - met today to review the unaudited second quarter 2021 and first half 2021 revenue figures and the main KPIs.

In these first six months of 2021, Farmaè consolidated its growth from an already positive 2020, which benefited its business from the effects of the increased use of the online channel during the Covid-19-related pandemic. The significant growth in key KPIs demonstrated the strength of Farmaè, which was able to increase its conversion rate from 3.3% in Q2 2020 to 4.3% in Q2 2021, bringing the overall conversion rate in 2021 to **4.1%** compared to the 3.3% recorded in 2020.

In the first half of the year, Farmaè reported revenues of **€40.0 million** with an overall increase of **28%**, compared to €31.3 million recorded in the first half of 2020.

Active customers on the portals www.farmae.it and www.beautye.it, in the first half of 2021 amounted to **396 thousand** with an increase of **13.14%** compared to the same period last year, vs **20 million and 64 thousand visitors** and **4 million and 53 thousand products sold**, compared to 3.7 million in the first half of 2020 (+11%).

The strong growth has been consolidated even after the period of real lockdown due to the Covid-19 pandemic, reflecting a structural change in the habits of Italian consumers who increasingly prefer the online channel, both for convenience of purchase and for economic advantages.

In the first six months of 2021 it is also worth noting the great exploit of co-marketing revenues, which grew by **83%** compared to the first half of 2020 and which confirm that Farmaè is considered by the industry as the largest Media Platform in the Health, Wellness and Beauty sector in which to invest in Italy.

*"During the first six months of the year we have seen a consolidation of an important growth - commented **Riccardo Iacometti, Founder and CEO of Farmaè S.p.A.** - on a six-month period that had already recorded a significant increase, due to the changed propensity of purchase and consumption as a result of the pandemic emergency. I consider extremely significant the increase in the conversion rate, which reached 4.1%, demonstrating how customers live the e-commerce channel www.farmae.it and www.beautye.it as a consolidated channel for their purchases. Strongly relevant is also the exploit of co-marketing revenues that testify once again the goodness of our business model and that enhance our media asset recognized by the industry as the most effective Media Platform of the sector. Our latest important investments in artificial intelligence, together with the recent acquisition of the second player in the market, AmicaFarmacia, confirm us in a position of absolute leadership, able to meet with great speed and extreme efficiency all the requests of our growing number of users and to look to the future with renewed optimism.*

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

Born in Viareggio in 2014 Farmaè is the first OnLife eRetailer of Health and Wellness in Italy. "OnLife" retail is a new economic paradigm, characterized by the integration of online, offline, logistics and data in a single value chain. Today the company operates mainly in eCommerce with more than 45,000 references in 14 different product categories marketed, but is also present in the country with 9 Farmaè and 1 Beautyè Store. In sharing the new philosophy "OnLife", Farmaè intends to put the customer at the center of its circular activities, responding immediately, quickly and pragmatically to every need and ensuring a unique customer experience, regardless of the purchase channel used.

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