

Press Release

FARMAÈ SPA: GROWTH CONTINUES IN THE NINE MONTHS WITH REVENUES OF 58.7 MILLION EUROS (UP 25%) AND WITH ALMOST 29 MILLION VISITORS ON ONLINE PLATFORMS

**CUSTOMER RELIANCE IMPROVES:
CONVERSION RATE AT 4.3% (+26% YoY) AND
REPURCHASE RATE AT 2.4X IN NINE MONTHS OF 2021**

Viareggio, 19 October, 2021 - The Board of Directors of **Farmaè S.p.A.** - a company listed on the AIM Italia market of Borsa Italiana, a leader in Italy in the e-retailing of health and wellness products - met today and approved the unaudited data on revenues generated in the third quarter of 2021 and the main KPIs.

The growth of Farmaè continues, with recorded revenues of **58.7 million euros** in the first nine months of 2021, a further improvement of 25% compared to the nine months of the previous year, strongly impacted by the effects linked to Covid-19. Positive results also at quarterly level with revenues rising from 15.8 million euros recorded in the third quarter of 2020 to 18.7 million euros in the same period of 2021, an increase of 18.6%. It should be noted that the figures as of September 30 do not include AmicaFarmacia, the contribution of which took place on September 29.

Customers on the www.farmae.it and www.beautye.it portals grew by 13% in the third quarter to approximately **243 thousand** compared to 214 thousand in the same period of 2020, with orders on the platforms increasing by 9.2%: from 341 thousand recorded in the third quarter of 2020 to 372 thousand recorded in the third quarter of 2021. On a sequential basis as of September 30, 2021, orders growth were of about 16% to **1.2 million**, compared to 1 million in the nine months of 2020.

In the nine months of 2021, the total number of visitors on online platforms was **28 million 902 thousand**, of which 8 million 838 thousand were registered in the third quarter of 2021.

There were 1 million 891 thousand products sold in the third quarter of 2021, up from 1 million 765 thousand products sold in the same period of 2020, for a total of **5 million 944 thousand** products in the nine months of 2021, compared to 5 million 427 thousand in the nine months of 2020 (+10%).

On one hand, the **continuous growth of the conversion rate**, which rose to 4.3% in the nine months of 2021, with an increase of +26% YoY, constituting a unique achievement in the online sales market, and on the other hand, the improvement in the frequency of purchase for each individual user, equal to 2.4x in the nine months of 2021, which demonstrates how in the face of the enlargement of the customer base, their loyalty is also improved.

"The Group continues and consolidates a strong growth performance - says Riccardo Iacometti, Founder and CEO of Farmaè S.p.A. - on all the main indicators: turnover, number of customers and products sold, as shown by the double-digit increases for all these items. I am particularly satisfied with the continuous improvement of the Conversion Rate, together with a steady increase in the repurchase rate per single customer: factors that confirm the great work that the Group is doing, in order to improve the loyalty rate of our customers. The satisfaction of our customers is testified by their frequency of return on the platforms and in stores, with an important purchase loyalty: I believe that the investments in logistics and customer care made in recent years have been strategic,

allowing us to differentiate ourselves on the main service levers of our eCommerce being, presenting ourselves also in front of our industrial partners with the representation of a clear behavior of our consumers, in relation to the products we deal with. I am sure that, thanks also to the recent entry of AmicaFarmacia, we will be able to further accelerate our performance, improving our market share."

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

Please note that the original version of this press release is in Italian; in case of doubts the Italian version prevails.

Born in Viareggio in 2014, Farmaè is the first online player in Italy for the distribution of Health, Wellness and Beauty products. After the acquisition of AmicaFarmacia, the second online operator in the sector (with the Madonna della Neve pharmacy and a parapharmacy in Bagnolo Piemonte), Farmaè became the first online group in Italy to distribute over-the-counter medicines and health and beauty products according to an omnichannel logic. The company operates mainly in eCommerce, counting on 14 different product categories sold and hundreds of thousands of active customers only in the last year, but is also present in Italy with 1 pharmacy, 10 parapharmacies and 1 Beautyè Store. Farmaè Spa puts the customer at the centre of its circular activities, responding immediately, quickly and pragmatically to all their needs and ensuring a unique customer experience, regardless of the purchasing channel used. Farmaè Spa is also the first point of contact for the industries in the sector that have long intended to invest in the millions of visitors to online platforms, recognising the Group's main brands as true media.

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