

REVENUES FOR THE FIRST NINE MONTHS EQUAL TO 46.5 MLN (+13% YoY) GROWTH OF THE FARMACOSMO.IT PORTAL (+35% YoY) WITH ALL KPI SIGNIFICANTLY IMPROVING CONTINUES SERVICE INTEGRATION STRATEGY Q-COMMERCE NATIONWIDE

- Strong increase in **orders** in the first nine months (c. **+25% YoY**)
- Nine-month **Conversion Rate** of 4% net improvement YoY
- Nine-month **average cost** of **€95 (vs €91 YoY)** among the highest in the market

ENTRY INTO THE BEAUTY SECTOR ALSO IN THE LUXURY SEGMENT WITH THE ACQUISITION OF THE MARKET-LEADING PERFUMERIAWEB PORTAL

Naples, 17 October 2022

Farmacosmo S.p.A. ("Company", "Farmacosmo"), a company operating in the *Health, Pharma & Beauty* sector, listed on the Euronext Growth Milan market of Borsa Italiana, announces that the Board of Directors meeting held today reviewed certain unaudited management data (revenues and main business KPIs of the Company) as at 30 September 2022.

Fabio de Concilio, President and CEO of Farmacosmo, commented: "*We are very proud of the results achieved in the first nine months of 2022. The solidity and **robustness** of **all the KPIs** of the *farmacosmo.it* portal, which have continued to improve compared to last year, make us look to the future with confidence. Also, thanks to our **solid liquidity endowment** at the **service of the growth strategies**, on which the work of top management is proceeding, starting with the **lines shared at the IPO**, beginning with the integration of quick commerce throughout the country. On the **29th of September**, we completed the **acquisition** of **ProfumeriaWeb**: we are already at work with the new management, trained at Farmacosmo, to **increase orders, revenues and average cart**, optimise costs and processes, and leverage the **many synergies** already identified.*"

Farmacosmo's growth continues, driven by the *farmacosmo.it* portal, which in **September recorded its highest monthly revenue ever and a significant progression in all the main KPIs** despite the slowdown characterising the *e-pharmacy* market and *e-commerce* in general. The performance of **farmacosmo.it** confirms the **high loyalty of the customer base**. The quality of the *customer engagement* actions implemented by the *management* confirms the progressive improvement of all the KPIs year on year:

- **the number of orders** increased significantly to around **340,000**, up 25% compared to the same period last

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year. As of the 30th of September, the Farmacosmo platform has almost reached the entire number of orders of the previous year;

- **the number of customers** increased by **22%** compared to the same period last year;
- **the number of loyal customers** increased by **25%**, contributing more than **70%** of revenues, confirming the **continued trust and loyalty of Farmacosmo's customer base; the conversion rate, which has been** steadily rising (+22%), stands at around **4%**, confirming the effectiveness of the marketing strategies undertaken by the company in recent years. The average shopping cart grew to EUR 95 from EUR 91 in 2021.

Total revenues for the first nine months **amounted to approximately EUR 46.5 million, up 13%** compared to the same period last year. **All figures reported in this press release do not take into account the additional contribution of the ProfumeriaWeb portal, which was** acquired on the 29th of September 2022 with the finalisation of the transaction for the sale of 97% of Vin.ci S.r.l.'s share capital.

It should be noted that on the same day, the Shareholders' Meeting of Vin.Ci. S.r.l. which, following the resignation of the previous Sole Director, appointed a Board of Directors chaired by Roberto Frullone (Farmacosmo's General Affairs Manager), assisted by Fabio de Concilio (Farmacosmo's CEO) and Paolo Cimmino (Farmacosmo's CFO & Investor Relations Manager).

This press release is available at www.farmacosmoinvestors.com, 'Investors/Press Releases' section and on the authorised 'eMarket Storage' mechanism (www.emarketstorage.com).

THE SOCIETY

Farmacosmo is a company active in the *Health, Pharma & Beauty* sectors. The company's business model is based on the circular model of the I(ea)n strategy, and is divided into three main business areas: *Logistics, Intelligence* and *Node*. *Logistics*: enables the management and fulfilment of up to 12,000 orders per day, with delivery times of up to 20 hours from carrier picking and just-in-time procurement ('zero warehouse' policy). *Intelligence*: includes strategy definition, competitive positioning and *customer journey* activities, which enabled the company to intercept c. 188,000 customers in 2021. Recurring customers contributed 74% of the annual *retail stream* turnover. The average cart value of active customers in the *retail stream* amounted to €92 (€109 related to recurring customers). *Node*: R&D activities, process innovation and IT infrastructure of the company. Over the past five years, Farmacosmo's sales value has grown by 54% (CAGR 2016-2021) and will be around €58 million in 2021. The Farmacosmo ecosystem aims to pursue standards of excellence in every part of its *value chain*, being inspired by compliance with ESG principles at all stages of the logistics process (from the packaging used for online orders to *carbon compensation* initiatives) and in the valorisation of its employees, the company's strategic asset. Farmacosmo's commitment to ESG is also underlined by the publication of its Sustainability Report 2021.

IDENTIFICATION CODES

Ordinary Shares: ISIN IT0005487670 (Ticker COSMO)

Warrant Farmacosmo 2022-2025: ISIN IT0005487415 (Ticker WCOSMO)

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