

## 2022 PRO-FORMA REVENUE AT 76 MLN (+31% YoY)

### THE GROWTH OF FARMACOSMO CONTINUES REVENUES OF 63,4 MILLION UP BY c. 10% YoY DRIVEN BY THE RETAIL CHANNEL (+30% YoY) WITH CLEAR IMPROVEMENT IN ALL KPIS

- Large increase of **orders** (c.+24% YoY)
- **Conversion Rate** of c. 4% improving YoY
- Nine months **average cart** equal to c. **€95 (vs. €92 YoY)** among the highest on the market

### DEVELOPMENT OF POST-LISTING BUSINESS PLAN PROCEEDS WITH THE ACQUISITION OF THE PROFUMERIAWEB, PHÀRMASI AND BAUCOSMESI PORTALS AND THE ACQUISITION OF THE FIRST LOGISTICS PHARMACIES UNDER THE FARMACOSMO BRAND

*Naples, February 13th, 2023*

**Farmacosmo S.p.A.** ("Company", "Farmacosmo"), a company active in the Health, Pharma & Beauty sector, listed on the Euronext Growth Milan market of Borsa Italiana, announces that the Board of Directors, met today, reviewed some management data (revenues and main business KPIS of the Company) as of December 31, 2022.

Fabio de Concilio, President and CEO of Farmacosmo, said: *"We are very proud of our achievements in only nine months since listing. The strategic goals we set at the time of listing for 2022 have been achieved and we have created the fundamentals for the future development of the Company. The farmacosmo.it portal, up 30% year-on-year, shows a marked improvement in all the business KPIS: up in customers, number of orders, loyal customers, Average Order Value and Conversion Rate.*

*The four M&A deals (purchase of the ProfumeriaWeb, Pharmàsi and Baucosmesi portals, and the first three physical pharmacies), which closed in recent months, along with all the initiatives put in place, will fully manifest their benefits during 2023.*

As promised in the IPO phase, we are moving forward with our business plan: expansion of the physical pharmacy network under the Farmacosmo banner, entry into the beauty sector also in the luxury segment, expansion of the offering in pet care, development of Q-commerce, and entry into the 'digital health' business.

The year 2023 will find us committed to streamlining the acquired facilities through the numerous revenue and cost synergies already identified, and launch new strategic digital initiatives in the wellness ecosystem".

Farmacosmo's growth continues: the portal farmacosmo.it consolidates its position and leads the group.

**Farmacosmo's stand-alone revenues** for 2022 stand at **over EUR 63 million, an increase of around 10%** compared to 2021. Growth is driven by the retail channel (the portal farmacosmo.it), which is **up more than 30%** during the year with a marked improvement in all management KPIS. The performances of farmacosmo.it once again confirm the high loyalty of the customer base, thanks to the high quality of the customer engagement actions implemented by the management. The business KPIS of the farmacosmo.it portal are all clearly improving:

- Orders increased by 24% compared to the previous financial year;
- Increase in loyal customers (customers who have purchased more than once) by about 21% compared to the previous year;
- Increase in Average Order Value, among the highest in the whole market, from EUR 92 in 2021 to EUR 95 in 2022;
- The Conversion Rate (percentage ratio between the number of visitors to the portal and the number of transactions) increased from 3.5% of 2021 to 3.7% of 2022. This indicator, together with the AOV, expresses the portal's potential to attract high-end customers, thanks to the depth of the product catalogue, to marketing strategies and to Farmacosmo's growing brand awareness;
- The percentage of revenue generated by those who purchased more than once (loyal customers) increased from 73% in 2021 to over 76% in 2022;
- The percentage of recurring orders increases from 62% in 2021 to 70% in 2022;
- The average number of recurring orders per customer increases from 3.8 in 2021 to 4.4 in 2022.

**The Group's pro-forma 2022 revenues amounted to approximately 76 million euro, up 31%** from the 58 million euro generated by Farmacosmo alone in 2021, and pro-forma consolidated revenues amounted to approximately 65.2 million euro. Pro forma Group 2022 revenues in addition to Farmacosmo include:

- The revenues of Vin.Ci S.r.l. (ProfumeriaWeb.it), acquired on 29 September 2022;
- The revenues of Farmacia De Leo S.r.l. (which include revenues from the phàrmasi.it portal and the physical pharmacy in Messina), acquired on 11 November 2022;
- The revenues of Innovation Pharma (including the two physical pharmacies in Northern Italy), acquired on 20 December 2022.

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This press release is available on the [www.farmacosmoinvestors.com](http://www.farmacosmoinvestors.com) website, section "Investors/Press Releases" and on the authorized storage mechanism "eMarket Storage" ([www.emarketstorage.com](http://www.emarketstorage.com)).

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## 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 fulfillment 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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