

FARMACOSMO STARTS BRANDING ITS FIRST PHYSICAL PHARMACIES: THE DEVELOPMENT OF OMNICHANNEL STRATEGY CONTINUES

Naples, April 3rd 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, as communicated during the IPO, the branding of the first physical pharmacies has begun, as part of the strategy of rooting on the territory, aimed at improving brand awareness and optimising the omnichannel experience for its customers.

The first two pharmacies to inaugurate the new Farmacosmo sign are the **Antica Farmacia Bosio** (Via Giuseppe Garibaldi 26, Turin) and the **Antica Farmacia Nitais** (Piazza Antonio Gramsci, 13/A Verbania).

Antica Farmacia Bosio, an architecturally prestigious physical point in the centre of Turin, with over 300 years of history, and **Antica Farmacia Nitais**, in an excellent location in the town of Verbania, will be the ideal laboratory for continuing the development of the omnichannel strategy. This approach adopted by Farmacosmo will bring multiple benefits to customers, who will be able to combine the digital experience with the services offered by physical pharmacies.

Fabio de Concilio, President and CEO of Farmacosmo, said: *"The physical points will gradually become true 'health hubs'. We aim to improve the recognisability of the Farmacosmo offer and the customer journey. We want to do this by offering customers **extra services with high value added**, such as the processing of orders placed online, and the pick-up and return of purchases made on our website: in this way, we also want to reduce delivery times.*

*The recognisability of the Farmacosmo brand remains one of our group's priorities: the chain's trademark is Farmacosmo with the ".it" graphically designed to resemble a cross but, at the same time, to remind consumers of our solid digital vocation. We want to be identified, by our customers, as a constant reference for their well-being: we are next to them wherever they want, whenever they need us. With this operation, **online and offline come together** to offer even more advantages to those who shop at Farmacosmo. For example, customers can already benefit from the **Fidelity programme**, which allows them to accumulate points by shopping both online and in the pharmacy."*

Each pharmacy will be equipped with a special digital totem that will allow customers to navigate on farmacosmo.it and discover the wide selection of products on sale. It will be very easy to access the Farmacosmo ecosystem, both in the pharmacy and online, and take advantage of all the benefits of the loyalty programme.



FARMACOSMO+

PRESS RELEASE

This press release is available on the www.farmacosmoinvestors.com website, section "Investors/Press Releases" and on the authorized storage mechanism "eMarket Storage" (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 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 Share: ISIN IT0005487670 (Ticker COSMO)

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

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