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Diffusione presunta

Oggetto : PHN: NEW COMPANY PHARMANUTRA
U.S.A. CORP. ESTABLISHED FOR
DISTRIBUTION IN THE UNITED STATES

Testo del comunicato

Vedi allegato.

PHARMANUTRA S.P.A.: NEW COMPANY PHARMANUTRA U.S.A. CORP. ESTABLISHED FOR DISTRIBUTION IN THE UNITED STATES

***With the establishment of the new company, a wholly-owned subsidiary of PharmaNutra S.p.A.,
in the course of 2023 the Group will start distributing and marketing
its products in the US market.***

Pisa, 12 December 2022 – [PharmaNutra S.p.A.](#) (MTA; Ticker PHN), a company specialising in iron- and mineral-based nutritional supplements and medical devices for muscles and joints, announced today **the incorporation of new company PharmaNutra U.S.A. Corp. (PharmaNutra USA)**, a wholly-owned subsidiary of PharmaNutra S.p.A., with operational headquarters in Florida (US) and a share capital of \$ 300,000.

The new company will distribute and market the Group's products in the USA, a key market for foreign development that, due to its specific nature, requires a physical presence in the country. During the first half of 2023, PharmaNutra USA will start marketing nutritional supplements and medical devices (which will be classified as cosmetics) under the PharmaNutra brand, both through selected e-commerce channels and by means of direct distribution throughout the country.

An important strategic choice, initiated with determination in the USA a few years ago with the obtainment of American patents for the Cetilar® line products and the registration of the SiderAL® and Cetilar® brands, which deviates from the business model adopted on international markets to date by the Group – whose presence is entrusted to a consolidated network of partner companies of excellence – and that the management deems essential for being able to directly and effectively access the American market.

Andrea Lacorte, the Group's Chairman declared: *"Perhaps the most distinguishing aspect of this transaction is that our company has been obtaining patent and scientific acknowledgements from the US medical community for several years now. Many researchers and specialists in the iron therapies field are familiar with the Sucrosomial® Technology we developed, in fact three new extremely high-profile scientific studies are currently being conducted in the USA, of which two on Sucrosomial® Iron and one on cetylated fatty acids. With the opening of the North American branch, we will be able to achieve fundamental commercial targets, first and foremost, the distribution of our flagship SiderAL®, ApportAL® and Cetilar® products."*

Roberto Lacorte, Deputy Chairman of PharmaNutra added: *"The United States are a strategic market that is extremely important in terms of potential and turnover, which we will build up over time. Precisely because of this importance, we decided to enter it through a wholly-owned subsidiary company. The commitment will be considerable, because it is one of the largest and most complex markets in the world from both a territorial and a positioning perspective. It is a strategic step for PharmaNutra, and we are ready to support the activation of this new driver of growth with extremely ambitious goals and significant potential, far greater than all the markets in which we have been present so far."*

"Entering the US market had been one of our main objectives for some time. Operating through a direct subsidiary is the form of business best suited to a complex market like the United States, where it is essential to be able to operate locally with a lean, yet fully operational structure," added the COO, Carlo Volpi. "The North American division will on the one hand focus on the end consumer, thanks to a direct-to-consumer digital marketing strategy and, on the other, will directly address the scientific community, through both a vast network of contacts, consolidated over the years through a plethora of scientific publications, trade fairs and congresses, and activities with the hospital world and specialist doctors. PharmaNutra USA has what it takes to become a real "game changer" for the Group and undoubtedly represents the initiative with the greatest potential to be exploited of all those planned for 2023."

The introduction of PharmaNutra brands on the American market will also be supported by online and offline marketing and communication activities, as well as the media coverage resulting from the presence of the Cetilar Racing team in American motor sports for the second consecutive season, and our sponsorship with the Cetilar® brand of the new Ferrari Hypercar, which will make its début precisely in the United States, at Sebring, Florida, in March.

PharmaNutra S.p.A.

Founded and led by Chairman Andrea Lacorte and Deputy Chairman Roberto Lacorte, PharmaNutra is a company established in 2003 that develops unique food supplements and innovative nutrition devices by carrying out the entire production process, from the proprietary starting materials through to the finished product. The effectiveness of its products is demonstrated by a wealth of scientific evidence, including 135 publications involving more than 7000 subjects. The Group distributes and places its products on the market in Italy and abroad. Within Italy, sales activities are carried out through a network of over 160 medical science liaisons serving the medical profession, as well as focusing on the exclusive marketing of PharmaNutra products to pharmacies throughout the country. Sales activities are guaranteed abroad in 70 different countries through 47 partners chosen amongst the best pharmaceutical companies. PharmaNutra is a market leader in the manufacture of dietary supplements containing iron with its SiderAL® brand, where it boasts important patents covering its Sucrosomial® Technology. Over the years, the Group has developed a precise strategy regarding the management and production of intellectual property, based on integrated management of all the various components: proprietary starting materials, patents, brands and clinical evidence.

PharmaNutra.it

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