

<p>Informazione Regolamentata n. 20106-41-2023</p>	<p>Data/Ora Inizio Diffusione 03 Ottobre 2023 18:05:04</p>	<p>Euronext Star Milan</p>
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Societa' : PHARMANUTRA

Identificativo : 181909

Informazione
Regolamentata

Nome utilizzatore : PHARMANUTRAN04 - Roberto Lacorte

Tipologia : REGEM

Data/Ora Ricezione : 03 Ottobre 2023 18:05:03

Data/Ora Inizio
Diffusione : 03 Ottobre 2023 18:05:04

Oggetto : PR - FIRST SALES ON THE US MARKET

<p><i>Testo del comunicato</i></p>

Vedi allegato.

PHARMANUTRA S.P.A.: FIRST SALES ON THE US MARKET

Pharmanutra USA operational structure defined and operations started

Pisa, 3 October 2023 – [PharmaNutra S.p.A.](#) (MTA; Ticker PHN), a company specializing in the sector of mineral-based nutritional supplements and medical devices for muscles and joints confirms the start of operations of the American subsidiary established on December 12, 2022 .

In line with the plans already announced, the operational and commercial structure of the American subsidiary has been defined with the opening of the office in Miami (Florida), the appointment of a Country Manager and an Operation Manager, the hiring of a Regional Sales Manager who will coordinate the sales network currently made up of 8 Sales Executives.

At the end of September, the entire commercial network was in Italy, at the PharmaNutra headquarter, for a week of scientific training and mutual exchange of knowledge of the markets and their peculiarities. The effectiveness of the implemented model has been proved by the first sales made immediately after returning from the Italian trip.

The products that will be marketed are those of the SiderAL® line, nutritional supplements based of Sucrosomial® Iron, the Cetilar® line dedicated to the well-being of muscles and joints based on Cetylated Esters (CFA) and available in Cream, Patch, Tape and Gold versions, and the Apportal®, complete nutritional supplement containing 19 nutrients.

With the beginning of October, the company's e-commerce site (<https://pharmanutra-us.com/>) became active for online sales, alongside the other sales channels represented by doctors, patients, pharmacies, and hospitals.

What has been achieved so far, constitutes the basis for acquiring the necessary knowledge of the dynamics of the American market.

Roberto Lacorte, Chairman of PharmaNutra USA Corp, stated: *“the first pieces sold on the American market have a meaning that goes beyond the economic value but represents a milestone of the US project. The sale of the first products follows the enthusiasm we have seen in all members of our American sales force. The structure of PharmaNutra USA Corp. is formed, all that remains is to embark on a growth path based on progressive knowledge of the American market.”*

PharmaNutra S.p.A.

Founded and led by Chairman Andrea Lacorte and Vice Chairman Roberto Lacorte, PharmaNutra is a company established in 2003 that develops unique nutritional supplements and innovative medical devices, taking care of the entire production process, from proprietary raw materials to the finished product. PharmaNutra is a leader in the production of iron-based nutritional supplements under the SiderAL® brand, where it holds important patents on Sucrosomal® Technology, and is considered one of the emerging top players in the medical device sector dedicated to restoring joint capacity thanks to the Cetilar® brand. The effectiveness of the products is demonstrated by a number of scientific evidences, including more than 120 publications. In Italy, the sales activity is carried out through a network of over 160 Commercial Scientific Informants serving the medical class and dedicated to the exclusive marketing of products to pharmacies and parapharmacies throughout the national territory. Sales abroad are guaranteed in over 71 countries through 45 partners selected among the leading pharmaceutical companies. Over the years, the Group has developed a precise strategy in the management and production of intellectual property, based on the integrated management of all components: proprietary raw materials, patents, trademarks and clinical evidence.

PharmaNutra.it

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Fine Comunicato n.20106-41

Numero di Pagine: 4