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Oggetto : PR - Significant Sales and Market Positioning  
Results in the Italian Nutraceutical Market

*Testo del comunicato*

Vedi allegato

## PHARMANUTRA S.P.A.: MARKET SELL-OUT DATA CONFIRM THE SOLIDITY OF THE COMPANY'S EXTRAORDINARY GROWTH

***The exceptional performance covers all the Group's main product lines, and thanks to these results, it has now reached the fifth position among companies in the Italian nutraceutical market.***

Pisa, July 24, 2024 – [PharmaNutra S.p.A.](#) (MTA; Ticker PHN), a company founded in 2003 by brothers Andrea and Roberto Lacorte, specializing in mineral-based nutritional supplements and medical devices for muscles and joints, announces the achievement of significant sales and market positioning results in the Italian nutraceutical market, based on sell-out data from all distribution channels (Pharmacies-Parapharmacies-Online-Corner GD-GDO) - source IQVIA, a global leader in healthcare data processing and analysis.

The data in question, in the period from January 2018 to December 2023, referring to 8,000 points of sale in Italy, highlight PharmaNutra S.p.A.'s extraordinary growth in relation to the national nutraceutical market: an exceptional over-performance primarily linked to the sales of the company's main products - the SiderAL® line, Apportal®, and Cetilar® Oro, the only dietary supplement based on Cetylated Fatty Acids (CFA). During the considered period, the annual growth of the Group's main product lines averaged 12%, compared to 2.7% for the nutraceutical market.

IQVIA data for the period January-June 2024, referring to 12,000 points of sale, confirm the continued growth of the entire PharmaNutra S.p.A. nutraceutical portfolio (+8.3%) compared to the nutraceutical market (+1.0%), compared to the same period of the previous year.

In the first half of 2024, New Line market research reports that both Apportal®, in the tonic market, with a 44% increase compared to the same month of the previous year, and Cetilar®, in the antitraumatic market, with a 17% increase, were among the top 10 best-performing brands in pharmacies in January 2024. In May 2024, Apportal® continued to be in the same ranking with an increase of about 25%.

These results have consistently improved PharmaNutra S.p.A.'s position within the market, moving it from the eighth position in 2021, to the sixth in 2022, and reaching the fifth position in 2023 in the top 10 ranking of over 700 companies that make up the Italian nutraceutical market.

This result was achieved thanks to the contribution of all the products in the portfolio. In the first six months of 2024, the trend of organic growth evenly distributed among the Sideral®, Cetilar®, Apportal® brands, and other products in the portfolio recorded in 2023, is confirmed, demonstrating the continued trust that the uniqueness and non-replicability of the active ingredients inspire in all stakeholders.

Another very important piece of data concerns the positioning, for four and a half years, of Sideral® Forte as the top-selling dietary supplement in Italy by value, a position achieved in November 2019 and

consolidated year after year. This is joined by the great result achieved by Apportal®, which in June entered the Top 20 best-selling supplements in Italy by value, reaching the fifteenth position.

*“The IQVIA sales data are a source of pride and satisfaction, as they objectively certify the value of our company, its products, and all the people involved in this extraordinary endeavor,”* **comments Andrea Lacorte, Chairman of PharmaNutra S.p.A.** *“We are a relatively young company; we have just celebrated 20 years at our new headquarters in Pisa. However, we have always been clear about our goals, investing a significant amount of time and resources in scientific research. A precise strategy in managing and producing intellectual property has allowed us to develop our ideas, and today we benefit from numerous patents, which have become equally successful products.”*

#### 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 Sucrosomial® 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 Pharmaceutical Sales Representatives 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](http://PharmaNutra.it)

#### For further details:

#### PharmaNutra S.p.A.

Via Campodavella, 1 - 56122 Pisa, Italy

Tel. +39 050 7846500

[investorrelation@PharmaNutra.it](mailto:investorrelation@PharmaNutra.it)

#### Internal Press Office

[press@calabughi.com](mailto:press@calabughi.com)

#### Press Office - Spriano Communication & Partners

Via Santa Radegonda, 16 - 20121 Milan, Italy

Tel. +39 02 83635708

#### Matteo

[mrusso@sprianocommunication.com](mailto:mrusso@sprianocommunication.com)

Cristina Tronconi

[ctronconi@sprianocommunication.com](mailto:ctronconi@sprianocommunication.com)

#### Russo

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