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Oggetto : Pharmanutra: Agreement with International
Advisor for PharmaNutra USA development plan

Testo del comunicato

Vedi allegato

PHARMANUTRA S.P.A.:
AGREEMENT WITH AN INTERNATIONAL ADVISOR IN ORDER TO
DEFINE A DEVELOPMENT PLAN FOR PHARMANUTRA USA

PharmaNutra Group is designing a development plan for its US subsidiary with the assistance of a leading international strategic consulting firm,

Pisa, 29 October 2024 - The Board of Directors of [PharmaNutra S.p.A.](#) (MTA; Ticker PHN), a company specialising in mineral-based nutritional supplements and medical devices for muscles and joints, announces that it has signed an agreement with a leading international strategic consulting firm to define the development plan for its subsidiary PharmaNutra USA Corp. ("Pharmanutra USA"), the American company based in Florida, active in the distribution and marketing of the Group's products in the United States.

After a preliminary market analysis carried out in recent months, the renowned American strategic consulting firm has moved on to the next phase. This involves, over a two-month period, the drafting - in collaboration with PharmaNutra itself - of a plan aimed at accelerating the growth of the American subsidiary.

The development plan starts from the confirmation of the validity of the choices made so far by the company founded in 2003 by brothers Andrea and Roberto Lacorte and represents an excellent opportunity to intensify business development in the United States through a series of targeted actions in a territory in which the Italian company has already achieved numerous patents and scientific recognitions from the medical community.

The US market is already providing excellent feedback to PharmaNutra USA, which was present in Phoenix in mid-September at the annual SABM (Society for the Advancement of Patient Blood Management) congress, an event that brought together international experts to discuss the promotion and implementation of PBM (Patient Blood Management) globally. A context in which there was a strong interest from several hospital groups in the products marketed by the Italian company in the United States, starting with the SiderAL® line (SiderAL® Forte and SiderAL® Folic), nutritional supplements based on Sucrosomial® Iron, developed on the basis of the patented Sucrosomial® Technology, which guarantees better absorption, high tolerability, and gastric resistance.

Furthermore, the direct-to-consumer sales channel, active for a few months both on online platforms

such as Amazon and Walmart and on the proprietary e-commerce site (<https://pharmanutra-us.com>) has generated the first sales results while awaiting the launch of a specific marketing campaign. In addition to the SiderAL® line, the products currently marketed in the USA are those of the Cetilar® line, dedicated to muscle and joint wellbeing, and Apportal®, a complete nutritional supplement containing 19 nutrients to support the immune system.

Roberto Lacorte, CEO of PharmaNutra S.p.A., stated: *“The design of this plan is a clear and important step forward in the development of PharmaNutra USA’s business, a project in which we strongly believe. We are very satisfied to have embarked on a journey with a leading international strategic consulting firm, which in this first phase has confirmed the drivers identified by PharmaNutra S.p.A. and the significant potential expressed by the American market for our product portfolio.*

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. PharmaNutra is a leader in the production of iron-based nutritional supplements under the SiderAL® brand, where it holds important patents on Sucrosomia® 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 latter is now also on the market in the Nutrition version: a line of supplements designed for those who practice sport frequently. Over the years, the Group - present abroad in more than 80 countries - has developed a precise strategy in the 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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