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Oggetto : PHARMANUTRA S.P.A.: FIRST SIGNIFICANT
SALES RESULTS IN CHINA

Testo del comunicato

Vedi allegato

PHARMANUTRA S.P.A.: FIRST SIGNIFICANT SALES RESULTS IN CHINA

In 2024 performance exceeds expectations for SiderAL® brand products sold in China through cross-border e-commerce platforms

Pisa, November 18, 2024 – PharmaNutra S.p.A. (MTA; Ticker PHN), a company specialized in nutritional supplements based on minerals and medical devices for muscles and joints, is pleased to share the first significant sales performances of the SiderAL® product line in China.

Since the beginning of the year, sales results of the iron-based Sucrosomial® nutritional supplements, developed using the patented Sucrosomial® Technology – an innovative delivery system that ensures better absorption, high tolerability, and gastric resistance – have been consistently growing, overtaking 1 Million Euro. This exponential growth exceeds the company's expectations, leading to a noticeable result today and offering even more promising prospects for the future.

Sales of SiderAL® products in China take place through dedicated online stores on major cross-border e-commerce platforms: TMall Global China, the leading player in the sector and the largest online retailer for importing and selling high-quality foreign goods in the country, and Douyin, a social media platform distinguished by its numerous editing features, which, thanks to its high engagement, represents a great opportunity to develop business in a targeted way.

On TMall Global China, the "health & nutrition" category ranks among the top 5 most searched and sold products, confirming that Chinese consumers prefer to purchase health products and nutritional supplements online, relying on the quality of recognized international brands.

This has led to the decision to launch an online SiderAL® store, developed in partnership with Adiacent - Sesa Group -, a virtual space where the best-selling SiderAL® Forte and SiderAL® Folico are receiving great appreciation from Chinese consumers, as indicated by the latest sales data showing a net growth of 419% in ordered volumes compared to the same period last year.

These results have prompted PharmaNutra S.p.A. to accelerate the introduction of Apportal® products into the Chinese market, following the same strategy, by creating a dedicated store on TMall Global China, which will be operational from the first quarter of 2025.

Apportal® is a supplement that supports the normal functioning of the immune system, thanks to its action aimed at improving the body's immune response to combat exhaustion, physical and

mental weakness. The subject of numerous scientific studies that have demonstrated its extraordinary efficacy, Apportal® contains no less than 19 nutrients that contribute, through their energizing, antioxidant and muscular functions, to normal energy metabolism and recovery from flu viruses and seasonal illnesses.

Andrea Lacorte, President of PharmaNutra S.p.A., states: *"We have always been confident in the effectiveness of the strategy adopted for the Chinese market through a cross-border e-commerce channel, even though it was still a challenge being an absolutely new distribution channel for the Group. The sales data for all of 2024, which highlight a constant increase in the distribution of SiderAL® products, have rewarded our trust and represent a motivation to accelerate the launch of the Apportal® line based on the same strategy and distribution channels, which we are very satisfied with."*

PharmaNutra S.p.A.

Founded and led by the President Andrea Lacorte and Vice President Roberto Lacorte, PharmaNutra was established in 2003. It develops unique nutritional supplements and innovative nutritional devices, handling the entire production process, from proprietary raw materials to finished product. PharmaNutra is a leader in the production of iron-based nutritional supplements with the SiderAL® brand, where it can claim important Sucrosomial® Technology patents, and is considered one of the top players in the sector of medical devices dedicated to the restoration of joint capacity thanks to the Cetilar® brand, now on the market also with Cetilar® Nutrition, a line of supplements designed for those who practice sport constantly. Over the years the Group - present abroad in over 80 countries - has developed precise strategy for the management and production of intellectual property, founded on the integrated management of all the various elements: proprietary raw materials, patents, brands and clinical evidence.

PharmaNutra.it

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