

NEW TRADE AGREEMENT: JORDAN JOINS THE PHARMANUTRA PARTNER COUNTRIES

The partnership between Pharmanutra and Lilium Drug Store provides for the exclusive distribution of products from the SiderAL® line

Pisa, 23rd April 2018 – The line of nutritional supplements based on SiderAL® iron – market leader of orally consumed iron due to the proven efficiency of the Sucrosomiale® technology (the innovative patent by Alesco, company in the Pharmanutra group) – continues in its sustained process of foreign expansion.

The latest agreement, following those achieved earlier on this year for the distribution of SiderAL® in Pakistan, Greece (SiderAL® drops by JuniaPharma) and Ukraine, regards Jordan and has been sealed with Lilium Drug Store. Founded in 2009, it is the leading company in the pharmaceutical market in Jordan thanks to its capillary presence in all the country's medical sectors and its consolidated relationship with JPA (Jordan Pharmacists Association) and JFDA (Jordan Food and Drug Administration).

The partnership with Lilium Drug Store allows for the exclusive distribution of the SiderAL® line to the Jordanian market, specifically the SiderAL® Gocce Int., SiderAL® Bimbi, SiderAL® Forte Int. and SiderAL® Folic products.

Andrea Lacorte, President of PharmaNutra, states: *“Science, research and ambition are the foundations Pharmanutra is built upon and the basis of our business activities. In recent years we have been able to create an increasing strong distribution network abroad where the confirmed effectiveness of the Sucrosomiale® Iron based products is widely recognised by medics, specialists and by its consumers. Since the beginning of 2019 we have already completed four new agreements for the distribution of SiderAL® outside Italy, an impressive commercial result that follows the remarkable scientific success gained from the recent International Multidisciplinary Course on Iron Deficiency (IMCID) organised in Rome”.*

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. The efficacy of the products has been demonstrated with a wealth of scientific evidence, with 91 studies published involving more than 6000 subjects. The Group distributes and sells its products in Italy and abroad. In Italy, products are sold through a network of 150 Pharmaceutical Representatives serving doctors and also exclusively selling PharmaNutra products to pharmacies throughout Italy. Products are sold in over 49 countries abroad, through 33 partners selected from among the finest pharmaceutical companies. PharmaNutra leads the market in the production of iron-based nutritional supplements under the SiderAL brand, where it boasts a number of important patents on sucrosomial technology. Over the years, the Group has developed a 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.

<http://www.PharmaNutra.it>

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