

WORLD PARTNERS CONVENTION 2018 PHARMANUTRA

Highly successful first edition of the convention dedicated to international partners

Pisa, 28 February 2018 – Day two of the “**World Partner Convention 2018**” has just come to a close. This is the first such encounter organised by [PharmaNutra](#) (**Aim Italia - Ticker PHN**), dedicated to the Group’s international partners, and is proving extremely popular with guests.

The convention, which will come to an end tomorrow, is being attended by 40 managers and entrepreneurs from abroad, representing over 30 countries, who have gathered in the historical setting of the Bagni di Pisa spa resort to share communication strategies, marketing policies and opportunities for growth in different market contexts. Attending the encounter were a number of top-level international figures that for years have been contributing to the growth and expansion of Sideral products in the various formulas.

This meeting is a demonstration of the success the Pharmanutra range of products has obtained on the market, and provides confirmation of the Group’s appeal for international partners and markets. These markets are registering significant growth thanks to the consensus of the medical community and the proper positioning of the products.

The event comes just weeks after the launch on the Italian market of two new products: **Capricare**, a new goat’s milk formulation sold exclusively for Dairy Goat, and **NeoD3 Forte**, a proprietary Vitamin D3 nutritional supplement by Pharmanutra

The month of April will see the launch of a further two products: **Sideral Folico 30** (solutions containing sucrosomial iron, folic acid and vitamins (C, B12, B6 and D3), and **Ultramag Idro** (a brand-new proprietary dietary supplement with sucrosomial magnesium developed by Pharmanutra).

Roberto Lacorte, Vice President of Pharmanutra, explained that “this event offers an opportunity to discuss strategies, both with our group’s long-standing partners and the new arrivals at the registration stage, with the aim of strengthening our internationalisation campaign by optimising our current distribution network outside of Italy.”

PharmaNutra S.p.A.

Founded and led by Chairman Andrea Lacorte and Vice Chairman Roberto Lacorte, PharmaNutra is a Pisa-based enterprise created in 2003 to develop nutraceutical products and innovative medical devices. Representing Italian pharma excellence, the company is present in 38 countries, has 50 direct employees, of which 9 researchers, and a network of 150 single-mandate sales representatives and collaborates with, among others, the Universities of Pisa, Milan, Brescia, Modena, Verona, Barcelona and Brisbane. PharmaNutra is the European mouth-dispersible iron supplement leader with the patented SiderAL product, which in Italy has a 50% market share of the OTC oral iron market. Cetilar was launched on the market in 2017, a formula entirely patented and produced by PharmaNutra, testament to the high quality scientific research undertaken by the Tuscan enterprise. <http://www.PharmaNutra.it>

For Information:

PharmaNutra S.p.A.

Via Delle Lenze, 216/b
56122 Pisa
Tel. +39 050 7846500
Fax +39 050 7846524
investorrelation@PharmaNutra.it

Nomad & Specialist

CFO SIM S.p.A.
Via dell'Annunciata 23/4
20121 Milan
Tel. +39 02 303431
ecm@cfosim.com

Press Office

Spriano Communication&Partners
Tel. +39 02 83635708
Matteo Russo - Cristina Tronconi
Mob. +39 347 9834881 +39 346 0477901
mrusso@sprianocommunication.com
ctronconi@sprianocommunication.com