

PHARMANUTRA GROUP LAUNCHES FOUR NEW PRODUCTS

- **At the National Convention in San Vincenzo (LI), the two main companies of the Group (Pharmanutra S.p.A. and Junia Pharma S.r.l.) announced important innovations in the sales network.**
- **Apportal and SiderAL[®]H of PharmaNutra S.p.A. and SiderAL[®] Gocce Forte (Strong Drops) and SiderAL[®] Oro 14 for Junia Pharma are the four products that enter the market on 17 September.**
- **The Group confirms its intention to enter new and important market segments with products and proprietary formulas of great tried and tested efficacy.**

Pisa, 13 September 2018 - Four days of science and innovation, set the stage for the launch of four new products: the **PharmaNutra S.p.A. National Convention (Aim Italia - Ticker PHN)**, a leading pharmaceutical group in the field of nutritional iron supplementation, has focused on the presentation of scientific and commercial innovations for the coming fall. The Convention, that ends tomorrow at the San Vincenzo Life Resort Garden Toscana in Livorno, was attended by the management and sales networks of the two main companies of the Group, **PharmaNutra** and **Junia Pharma**, that presented the new products which as from 17 September are ready for the market: **Apportal** and **SiderAL[®]H** for PharmaNutra; **SiderAL[®] Gocce Forte (Strong Drops)** and **SiderAL[®] Oro 14** for Junia Pharma.

These innovative products confirm that PharmaNutra Group has the capacity to explore new and important market segments with products and proprietary formulas of great tried and tested efficacy.

SiderAL[®]H is a new formula of **Sucrosomial Iron[®]** in powder taken dissolved in water, and is above all developed for hospitals use, often as pre and post-operative treatment, and is a valid alternative to more invasive treatments such as intravenous iron therapy.

Sucrosomial Technology[®] - the innovative patent of the Group, on which the success of the SiderAL[®] line is based - led to the development of **Apportal**, the first complete nutritional supplementation with 5 minerals (iron, selenium, zinc, iodine, magnesium), vitamins, amino acids and vegetable extracts. All the minerals in Apportal are enhanced with Sucrosomial Technology[®], to develop a **unique product**, with muscular antioxidants, immunomodulatory, toning and energizing properties.

The two Junia Pharma products are an expansion of the SiderAL[®] range in the field of paediatrics: **SiderAL[®] Gocce Forte** is the new formula in drops, with a higher dosage of Sucrosomial Iron[®] (4mg/ml), developed for cases of serious iron deficiency; **SiderAL[®] Oro 14** is the new, practical stick version of Sucrosomial Iron[®] for oral use, whose dosage was increased from 12 to 14 mg, corresponding to 100% of the Daily Recommended Nutritional Value, and is useful for preventing iron deficiency or treating lack of energy in adolescents and the elderly.

The **National Convention** focused above all on scientific innovation and commercial development, but the excellent results attained by the company in recent months were also presented, together with the important goals that PharmaNutra SPA Group has set for 2019.

Andrea Lacorte, President of PharmaNutra SPA, had this to say: *“SiderAL[®]H and Apportal are the concrete answer to the need of our pharmaceutical representatives who deal with hospitals, to have a more complete product line. With SiderAL[®]H our intention is to introduce the use of a nutritional supplementation of the highest level such as Sucrosomial Iron[®] in hospitals that is easier for hospital operators to administer, above all in cases where patients find it difficult to swallow capsules or pills. Our SiderAL[®] Forte is now soluble in water, making it easier to use in cases when the physician prescribes more frequent use. Apportal represents the sum of our scientific knowledge, and is across-the-board nutritional supplementation that specialists may use to prevent undernourishment, muscle wasting, or generalized lack of muscle tone that frequently occur during cancer and kidney disease treatment, or during long hospital stays. Our complete line of technologies is indeed a rare one on the market, because these 19 ingredients are combined with incredible expertise and represent the completion of our products of excellence developed especially for specialists who deal with serious nutritional deficiency. These products are unrivalled on the market. We are talking about figures that are potentially very high, above all in the case of Apportal, while SiderAL[®]H will very probably become our flagship product in all hospital wards where the problem of iron deficiency is treated”.*

Roberto Lacorte, Vice President of Junia Pharma, Vice Chairman and CEO of PharmaNutra SPA added: *“The PharmaNutra Group National Convention is an incredible opportunity to get to know the Junia Pharma sales network, that in the months ahead will be working hard to promote not only the entire line of products, which is experiencing strong growth, but above all, our two new products: SiderAL[®] Gocce Forte and SiderAL[®]Oro 14. These are new concentrations of our active ingredient, Sucrosomial Iron[®], that allow us to enter a market of specialists, based on medical-scientific information, that is also typical of the way we work. Launching these new products has opened two important gateways for Junia Pharma to important sectors and unexplored market shares, that we are eager to take on through our valid and equally strong sales network”.*

PharmaNutra S.p.A.

Founded and guided by President Andrea Lacorte and Vice President Roberto Lacorte, PharmaNutra was established in 2003 that develops unique nutraceutical supplements and innovative nutritional devices, taking care of the entire production process, from the proprietary raw materials to the finished product. The efficacy of the products has been demonstrated by numerous clinical studies, 79 of them published with more than 5000 patients treated. The Group distributes and sells its products in Italy and abroad. In Italy, products are sold through a network of 180 Pharmaceutical Representatives serving doctors and also exclusively selling PharmaNutra products to pharmacies throughout Italy. Products are sold in over 70 countries abroad, through 35 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.

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