

PHARMANUTRA SIGNS AN IMPORTANT AGREEMENT TO DISTRIBUTE THE CETILAR® LINE IN THAILAND, OPENING UP THE SOUTH EAST ASIAN MARKET

Pisa, 20th December 2018 - [PharmaNutra S.p.A.](#), a pharmaceutical company that leads the market in the iron-based nutritional supplements and medical devices sectors, listed on the AIM Market Italy, is pleased to report that it has signed an important agreement for Cetilar® line products to be distributed in Thailand as of June 2019: a first, fundamental opening step for the South East Asian market and to spread the brand internationally.

The agreement was reached with American Taiwan Biopharm Co. Ltd, an important pharmaceutical company affiliated to TTY Biopharm Limited, a Taiwan biotech multinational. It will therefore have exclusivity to market the Cetylated Ester-based products available in the line Cetilar® Cream. A successful brand with unique properties for joint capacity and movement with joint problems and helps recover functionalities following sports traumas. PharmaNutra obtained the patent on 5th February 2018 (Cetilar® RM, number 102015000044822), a fundamental, new, strategic company asset to be added to those the Group already holds.

The agreement with an international partner like American Taiwan Biopharm Co. Ltd is a significant step forward towards circulating the Cetilar® line products abroad. They are currently available in Italy and on the Israeli market.

With almost 67 million inhabitants and a strong, fast-growing GDP, Thailand is an extremely interesting market for PharmaNutra. This will launch commercialisation of the Cetilar® line in a highly potential area like the South East Asian one. It is a first step towards the brand's global distribution strategy. In the next few months the Tuscan company will be busy finalising new export agreements for its products on international markets.

Through the brand Cetilar®, PharmaNutra S.p.A. is present in the world of several sports starting with football – it is the main sponsor of Parma Calcio – running, organising and sponsoring several events, sailing, thanks to its partnership with the famous offshore regatta 151 Miles- Cetilar Trophy, and motor sports, alongside the Cetilar Villorba Corse team, present in the Le Mans 24 Hours for two years now.

Andrea Lacorte, General Director of PharmaNutra, declares: *“Having conquered foreign markets with our Sucrosomiale®, Iron, we are starting to consolidate the work focussed on the Cetilar® line products and the agreement with American Taiwan Biopharm is an important step forwards in that direction. Thailand is a market with considerable potential. With its geographical position and infrastructures it is the ideal starting point to spread our products on the ASEAN single market. I strongly believe that the unique therapeutic properties of Cetilar® will soon convince South East Asian consumers”.*

PharmaNutra S.p.A.

Founded and led by 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 by numerous clinical studies, 79 of them published and with more than 6000 subjects treated with the supplements. 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.

<http://www.PharmaNutra.it>

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