**Cetilar**®**, once again the Main Sponsor of Parma Calcio**

**for the 2019/2020 season**

**PharmaNutra S.p.A., with its brand Cetilar**®**, has reconfirmed**

**its role as main sponsor of the Crusaders team for the third year running.**

*Parma (Tardini Stadium), 5ᵗʰ July* - A special relationship, renewed for another year, marking continuity and sharing ambitious new goals. These are the cornerstones on which the Tuscan pharmaceutical company PharmaNutra S.p.A. is pleased to confirm its Main Sponsorship of Parma Calcio 1913 in Serie A for the coming 2019-2020 season, which kicks of in late August.

The announcement that Cetilar® will adorn the Crusaders’ strip for the third year running was made officially today during the press conference at the Tardini Stadium in Parma, during the presentation of the new strip for the coming championship. The brand, increasingly renowned among the general public, is also involved in other sports, including motor sports, running, sailing and the Paralympic Games. And thanks to Cetilar®, PharmaNutra S.p.A., founded in 2003 by brothers Andrea and Roberto Lacorte,will once again be accompanying the players and staff of Parma Calcio 1913 through the season that confirms the club’s position among the top names in Italian football.

*“In April we had already planned to continue this extraordinary journey together, and we are really pleased that Parma Calcio has shared our desire to continue, consolidating our ten-year relationship, which began firstly as Medical Partner and then, from the 2017/2018 season, as Main Sponsor”*, **Managing Director of PharmaNutra S.p.A. Carlo Volpi** stated with great satisfaction during the press conference.

And we wouldn’t have expected anything less, given that the relationship between the Cetilar® brand - a range of products that also includes Cetilar®, the cream ideal for reducing painful post-trauma symptoms in muscles and joints - and Parma Calcio goes far beyond classic sponsorship. It is an authentic, 360° partnership that is also developed in the scientific field through successful initiatives such as conferences on sports medicine and nutrition organised every year at the Tardini Stadium with the Medical staff of the Parma-based club.

*“Talking merely of Main Sponsorship is rather simplistic, because we are constantly involved with Parma Calcio in a series of initiatives, from science to marketing,”* Carlo Volpi added. *“We are both ambitious realities, and want to continue to build something important together, helping the fans to dream and make us feel proud of our work.”*

**The Managing Director of Parma Calcio 1913, Luca Carra,** commented: *“Our cooperation with Pharmanutra has been renewed once again, based on consolidated mutual trust, and we are really pleased to be able to continue our journey together. The Cetilar brand has accompanied us step by step, in this last phase of our revival, and has been by our side in the last season right up to our fundamental salvation. It is a huge pleasure to see the cooperation between our organisations continue to grow, allowing us both to write important new pages in our respective histories. Of course we hope that this new agreement will seal a new season packed with satisfactions for both us and Pharmanutra”.*

***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>*

*For Information:*

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| **PharmaNutra S.p.A.**  Via Delle Lenze, 216/b  56122 Pisa  Tel. +39 050 7846500  Fax +39 050 7846524  [investorrelation@PharmaNutra.it](mailto:investorrelation@pharmanutra.it) | Nomad & Specialist  **CFO SIM S.p.A.**  Via dell’Annunciata 23/4  20121 Milan  Tel. +39 02 303431  [ecm@cfosim.com](mailto: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](mailto:mrusso@sprianocommunication.com)  [ctronconi@sprianocommunication.com](mailto:ctronconi@sprianocommunication.com) |