



MONTHLY NEWSLETTER - INVESTOR UPDATE

Dear investor,

We are pleased to send you the second edition of the Più Medical newsletter, a space dedicated to the most relevant updates on our company and the main developments in the pharmaceutical market in Italy and Europe.

A monthly publication offering a clear and timely overview of projects, financial results, and industry trends.

Highlights

- **Financial bulletin:** Più Medical has begun implementing its **buy-fix-scale** strategy, the rebranding of the first pharmacy is now complete
- **Market insights:** A **Federfarma** report (March) highlighted the growing centrality of the **pharmacy's role in the healthcare system**, in a context that allows Più Medical to implement its strategy by **redefining the role** of the pharmacy in Italy
- **Hot off the press:** In an interview with **Borsa&Finanza**, **CEO Stefano Maroni** discusses the pharmacy model the company intends to implement across Italy

FINANCIAL BULLETIN - FARMACIA SARONNESE MARKS THE FIRST TANGIBLE EXECUTION OF THE COMPANY'S STRATEGY

On March 31, **Farmacia Saronnese** reopened to the public, marking the first rebranding project within the Più Medical network and the concrete **implementation** of the buy-fix-scale strategy:

- **Buy:** acquire urban pharmacies with untapped potential
- **Fix:** upgrade layout, services, and positioning
- **Scale:** increase revenues and standardize operations, building a health and prevention model.

Acquired in early November, the pharmacy presented the following **characteristics**:

- **90 sqm**
- **limited** visibility
- **reduced** service
- offering loyal local customer base

Following the acquisition, Più Medical fully **repositioned** the asset:

- acquisition of adjacent units and full redesign
- expansion from 90 sqm to **260 sqm**
- transformation into a **high-visibility health & prevention hub**
- enhanced ability to capture both **local demand** and **high-footfall traffic**

You can find the LinkedIn post here: [Più Medical - the group's rebranding gets started](#)

MARKET INSIGHTS - PHARMACIES AT THE CENTRE OF LOCAL HEALTHCARE: AN INCREASINGLY STRATEGIC PILLAR

The strategy is supported by strong tailwinds in the Italian healthcare market. According to the **Federfarma-Censis** (March report):

- **76%** see pharmacies as integrated into the national healthcare system
- **85%** consider them essential local healthcare hubs
- **91.3%** trust pharmacists
- **78.8%** believe pharmacies reduce pressure on general practitioners

Future demand and **expectation**:

- **54.6%** expect direct access to **healthcare services in pharmacies**
- **89.7%** call for stronger **collaboration with healthcare** professionals
- **88.2%** demand expanded **counseling services**
- **85.2%** demand increased **prevention initiatives**

This scenario creates significant expansion opportunities for **Più Medical**, whose **buy-fix-scale** strategy is well positioned to capture this structural shift and **redefine** the role of pharmacies in Italy.

HOT OFF THE PRESS - THE PHARMACY GETS A MAKEOVER



Stefano Maroni, CEO of Più Medical, was interviewed by **Borsa&Finanza**:

- He promotes a model that goes beyond pure dispensing, positioning pharmacies as health & prevention platforms
- He highlights buy-fix-scale and EGM listing as drivers of the transformation

Read the interview here: <https://borsaefinanza.it/piu-medical-farmacia-cambia-pelle-prevenzione-tecnologia-mercato/>

WHAT'S NEXT?

- Upcoming publication of financial results
- Inauguration of the newly renovated pharmacy La Saronnese
- Implementation of the updated operating model continues across all pharmacies in the network
- Reopenings and acquisitions are on the horizon



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