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## FORTÉ PHARMA, REIG JOFRE'S BRAND OF FOOD SUPPLEMENTS LAUNCHES ITS E-COMMERCE IN CHINA

**Barcelona (Spain), REIG JOFRE**, (BME:RIF) pharmaceutical company listed on the Spanish stock exchange, launches by means of its brand of food supplements, Forté Pharma, its **E-commerce in China**, through the business to consumer platform TMALL.

China is the first world market in the expanding business of food supplements, in which products of European origin enjoy great recognition by the Asian consumer. Forté Pharma will also benefit from the brand awareness achieved among the Chinese community that has been buying its products during their trips to Europe. The Chinese market represents approximately double the European market, with an expected growth of around 14% per year until 2023.

Forté Pharma, a renowned brand specializing in food supplements aimed at meeting the main consumer needs in the field of prevention and health care, will present its products from the beauty, weight control and energy ranges in the Chinese market with the help of the international marketing team, its creator Dr. Yann Rougier, a neurobiologist, and nutrition expert, and in collaboration with local influencers.

REIG JOFRE makes a firm commitment to the development of new online channels in Forté Pharma's growth strategy, which expects to strengthen its position in China and that its E-commerce at a global level exceeds 20% of its sales within 3 years. The online business will be developed in parallel to the offline business, without penalizing traditional pharmacy sales.

Forté Pharma is part of the REIG JOFRE *Consumer Healthcare* Business Unit, concentrates the majority of its sales in energy (24% of sales), stress and sleep (13%), weight control (22%) and beauty (9%) at the end of June 2022. It markets its products mainly in Europe, through its own sales networks, with France being its main market with 59% of sales, followed by Spain and Benelux with 24 % and 11%, respectively.

REIG JOFRE achieved sales of €236 million and EBITDA of €27.3 million in 2021. *Consumer Healthcare* represented 24% of the company's sales, while the Business Units of *Pharmaceutical Technologies* (antibiotics and injectables) and *Specialty Pharmacare* (osteoarticular and dermatology) accounted for 44% and 32%, respectively. REIG JOFRE has subsidiaries in 8 countries (Spain, France, Portugal, Belgium, Sweden, United Kingdom, Poland, and Singapore) and 155 commercial partners in more than 70 countries



Sign that means "success" in Mandarin  
for the launch of a business

### Further information

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