

## Boost to international expansion

### FORTE PHARMA, REIG JOFRE'S NUTRITIONAL SUPPLEMENTS LINE, ENTERS IN HONG KONG AND MACAO

- Following its integration in the pharmaceutical company Reig Jofre in January 2015, Forte Pharma designed an expansion plan into new markets through agreements with local distributors.
- This operation is part of Reig Jofre's internationalization plan, by which 60% of company sales are now made outside Spain, with a target of 70% in 2019.
- In 2015 sales of the nutritional supplements and consumer healthcare segment accounted for 22% of total Reig Jofre's turnover, an increase of 3% compared to 2014.

**Barcelona, June 14, 2016.** Forte Pharma, Reig Jofre's nutritional supplements line, has recently entered Hong Kong and Macao through RS Lifestyle Ltd., a local partner, leader in the distribution of consumer products.

Watson's drugstores, the #1 drugstore chain in this market segment with over 200 stores all around Hong Kong and Macao, has been the entry door for Forte Pharma in these markets, where the company has launched **Vitality 4** from the energy range; and **Turboslim Calorie Trapper**, **Turboslim Drink Peach tea** and **Turboslim Fat Redux 900 mg** from slimming range.





Vitality 4, Turboslim Calorie Trapper, Turboslim Drink Peach tea and Turboslim Fat Redux 900 mg are among the top five products in Forte Pharma sales, and the first three with more than ten years of recognized market position in its category. Turboslim Fat Redux was launched in 2014.

Following its integration in the pharmaceutical company Reig Jofre, Forte Pharma designed an expansion plan into new markets through agreements with local distributors. As a result of this strategy, in 2015 Forte Pharma initiated contacts in a dozen markets in Europe and Asia, which allowed as first achievement to formalize the entry into Hong Kong and Macao in the first months of 2016.

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At present, marketing of Forte Pharma products is done mostly in Europe through its own sales network. In the coming years the company estimates a potential significant growth in markets where Forte Pharma is not yet present.

Forté Pharma products are organized into four ranges: slimming (54% of its total sales), energy (18%), beauty (17%) and health (11%). Revenues from the area of nutritional supplements and consumer healthcare, to which Forte Pharma belongs, amounted to 35 million euros in 2015, 22% of Reig Jofre total turnover, with a growth of 3% compared to 2014.



According to François Gaydier, Forte Pharma's General Manager, *"We hope that the entry into Hong Kong will help us to lay a solid foundation for further growth in the future via distribution agreements, since our goal is to launch other products in this market in the short term and expand our brand in other Asian countries. "*

Receive Reig Jofre's news by registering in the company's **subscription center** of the new corporate website: **[www.reigjofre.com](http://www.reigjofre.com)**

### **About Reig Jofre**

After the merger between Laboratorio Reig Jofre and Natraceutical, the new Reig Jofre is a pharmaceutical company whose business is divided into two major areas: one main for the marketing and manufacture of own developments (RJF Pharma, approximately 79% of sales in 2015) and one of specialized contract development and manufacturing (RJF CDMO, 21% of sales in 2015). At its core activity, the company focuses on the development of technological-specialization products (beta-lactam antibiotics, injectable and freeze-dried products); therapeutic-specialization products in the areas of dermatology,



respiratory/ENT and gynaecology; and food supplements and consumer healthcare. The company directs its R&D to develop new indications and/or dosage forms of already-known active ingredients, generic medicines with a special focus on the development of injectable, freeze-dried and generic beta-lactam antibiotics, topical dermatological products, OTCs and food supplements as well as the development of new innovative molecules in partnership with start-ups and biotech research centres.

Reig Jofre trades on the Spanish stock exchange under the ticker RJF. Total outstanding shares: 63,214,220.

### **For further information**

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