

FORTE PHARMA, REIG JOFRE'S NUTRITIONAL SUPPLEMENTS LINE, EXPANDS ITS PRODUCT PORTFOLIO

- Forté Pharma expands its energy and health segments with the launch of eight references in the French market, as a result of its product development strategy.

Barcelona (Spain), October 31, 2017. Forté Pharma, Reig Jofre's nutritional supplements line, launches in France, its home market, eight references in the energy and health segments, as a result of its strategy of development and extension of their portfolios in comparison with the weight control segment, with a higher seasonality and exposure to the evolution of consumption in Europe.

Forté Pharma has well-consolidated positioning products in the energy segment such as the Vitalité 4G line, with more than ten years of market presence and sales leader in its category, which extends its range with **Vitalité 4G Shot**, concentrated spray in ginseng, guarana, ginger and royal jelly to combat temporary fatigue and lack of energy and with **Vitalité 4G Senior** enriched with *ginkgo biloba* to strengthen brain functions, improve concentration, combat memory loss, promote cerebral blood circulation and also enriched with *astragalus*, known antioxidant that increases physical and mental endurance, helps to reinforce the defenses and has an anti-aging activity.



Likewise, the jelly line extends its range with **Gelée Royale Dynamisant**, nutritious and energetic concentrate based on royal jelly, mate, acerola and pollen, designed to strengthen the defenses and combat fatigue.



The energy segment, growing in the market for nutritional supplements in France, reaches sales of more than 170 million euros, of which Forté Pharma contributes 6 million euros, with more than 3,000 points of sale between pharmacies and parapharmacies.

In the health segment, Forté Pharma expands its line of products with five references, **Forté Rub**, the first nutritional supplement whose unique formula based on chronobiology, combines six natural extracts to combat common cold symptoms through a specific formula for the day to clear respiratory tract, eliminates nasal congestion, avoids coughing and restores energy; and another formula for the night that relieves throat, clears nose and fights fever to improve respiratory comfort and sleep better. **Propolis Spray**, highly concentrated formula for maximum effectiveness in throat care and **Propolis Spray Junior**, sweet formula specially adapted for children. **Co-Enzyme Q10**, potent antioxidant indicated in the cell protection from the harmful effects of free radicals. The range of jelly beans **MiniGum** for children from three years of age to help them stay in shape and improve their defenses, rest and growth, launches a new reference enriched with fiber to promote intestinal transit.



Nowadays the portfolio of Forte Pharma is organized into four segments: slimming (30% of its total sales), energy (35%), health (22%) and beauty (13%) at the end of September 2017.



Reig Jofre focused much of their efforts on enhancing the geographical diversification of Forte Pharma and expanding its product portfolio through direct support of its marketing strategy.

The positive evolution of energy and health segments in recent years made possible counteract the effect of the contraction suffered by the nutritional supplements industry for weight control in France, so the company will continue to work in this line of development.

In terms of geographic diversification, the presence of the brand in markets outside France went from 22% in 2006 to 33% at the end of 2017. At present, the marketing of Forte Pharma products is conducted mostly in Europe through own sales network. Forte Pharma's home market, and still today the first market of the brand, is France, which concentrated 67% of sales, followed by Forte Pharma Iberica (Spain and Portugal) and Benelux, with 13% respectively, and 7% in the rest of the world.

Receive Reig Jofre's news by registering in the company's **subscription center** of the new corporate website: **www.reigjofre.com**

About Reig Jofre

Founded in 1929 in Barcelona, Reig Jofre is a pharmaceutical company focused on the research, development, manufacture and marketing of pharmaceutical products and nutritional supplements.

The company directs its R&D to develop new indications and/or dosage forms of known active principles, generic medicines with a special focus on beta-lactam and lyophilized injectable antibiotics, topical dermatological products, OTCs and nutritional supplements as well as the development of new innovative molecules in partnership with start-ups and research centers.

Reig Jofre has over 900 employees, 4 development and manufacturing centers in Europe (2 in Toledo, 1 in Barcelona and 1 in Sweden), direct sales in 7 countries and over 130 commercial partners in 64 countries worldwide. The company reached sales of €161 M in 2016.

Reig Jofre trades on the Spanish stock exchange under the ticker RJF. Total outstanding shares: 64,153,178 shares.

For further information

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