

New leader for Forté Pharma, Reig Jofre's nutritional supplements line

## REIG JOFRE BOOSTS FORTÉ PHARMA WITH THE RETURN OF **ALAIN BOUTBOUL** AND THE SIGNING OF A STRATEGIC ALLIANCE WITH SANTAROME



- Reig Jofre boosts the activity of its nutritional supplements line with the appointment of **Alain Boutboul** as **General Manager of Forté Pharma**. Alain Boutboul was instrumental in the expansion and growth of Forté Pharma from 2004 to 2007
- The appointment of Alain Boutboul is conducted in parallel to the establishment of a commercial alliance with Santarome, a French company specialized in bio-phytotherapy, by which Forté Pharma will increase its product offer by entering an additional and growing segment in the French market

**Barcelona (Spain), November 13, 2017.** Following the implementation of important investment projects in its industrial business units over the past two years, Reig Jofre started in mid-2016 the design of a new strategic plan for Forté Pharma, the nutritional supplements brand integrated in Reig Jofre after the merger with Natraceutical.

As a result of this plan, Alain Boutboul joined Reig Jofre as General Manager of Forté Pharma with the aim of leading the brand's new strategic plan. Alain Boutboul was one of Forté Pharma's reference shareholders, its first CEO and the author of the growth and subsequent consolidation of the brand in France after its foundation in 1999.

The reincorporation of Alain Boutboul at the head of Forté Pharma is conducted in parallel to the signing of a business alliance with Santarome for its development in the pharmacy channel. Santarome is a French company specialized in bio-phytotherapy, of which Alain Boutboul is the main shareholder.



This agreement will allow Reig Jofre to expand its product portfolio in the pharmacy and para-pharmacy channel with a bio-phytotherapy range, to date distributed mainly in the herbalist and dietetic products stores. This product portfolio is the result of a growing demand from French consumers and it is complementary to the current line of nutritional supplements of Forté Pharma.

In 2016 Santarome reached a turnover of 1 million euros with a very poor distribution in pharmacy and parapharmacy, while the nutritional supplements and consumer healthcare area of Reig Jofre closed the year with a turnover of 30 million euros.

Alain Boutboul will lead Forté Pharma's new strategic plan, whose main lines of action are the development of new products based on chronobiology and in synergistic combinations of ingredients with technically and scientifically proven results, the launch of a new promotional advertising model both in the point of sale as in press and television and the acceleration of the brand internationalization.

After the creation of Forté Pharma, Alain Boutboul was responsible along with Doctor Yann Rougier, current scientific director of the company, for the development of nutritional supplements based on the principles of chronobiology and the development some of Forté Pharmathe products that ten years later remain sales leaders both in France and in the rest of the markets in which the company operates.

After a firm commitment in recent years to diversify Forté Pharma's range of products, currently, the brand is present in the main market segments: energy (35% of its total sales), weight control (30%), health (22%) and beauty (13%).

According to Ignasi Biosca, CEO of Reig Jofre: *"We had been working for some time on Forté Pharma's development plan after the merger with Natraceutical, and I am convinced that, the leadership of Alain Boutboul, the introduction in pharmacies of the new brand Santarome and Forté Pharma's new strategic plan in line with the strategy of Reig Jofre, will mark a turning point in the development of Forté Pharma."*

For Alain Boutboul, new General Manager of Forté Pharma *"Being in charge of Forté Pharma again is a great satisfaction as well as a great challenge. Forté Pharma is a brand with a long and recognized track record, well positioned in the market, with a team with a long and extensive experience in identifying trends, developing and launching new products. We will work intensively to consolidate our growth and our leading position in the main market segments and to expand our product offer in our two brands, Forté Pharma and Santarome."*



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**

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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