

## International progress

### FORTE PHARMA, REIG JOFRE'S NUTRITIONAL SUPPLEMENTS LINE, HONORED IN HONG KONG WITH THE AWARD "HEALTH WELLNESS BEAUTY 2016"

- Following its launch in Hong Kong and Macao in 2016, Forte Pharma has been awarded by Watson's drugstores for the local best-selling food supplement product in the slimming category, *Turboslim Fat Redux<sup>TM</sup> 900mg*.
- In 2017, Forte Pharma expects to strengthen its positioning in these markets, as well as to reach new markets outside Europe through agreements with local distributors.

**Barcelona, February 10, 2017.** Forte Pharma, Reig Jofre's nutritional supplements line, entered Hong Kong and Macao in early 2016 through RS Lifestyle Ltd., the leader in the distribution of consumer products.

Forte Pharma entered these markets with the products *Vitality 4* from the energy range; and *Turboslim Calorie Trapper*, *Turboslim Drink Peach tea* and *Turboslim Fat Redux 900 mg* from the slimming range, which are marketed in Watsons, a leading chain of parapharmacies, with more than 200 stores in Hong Kong and Macao and where Forte Pharma is present in 90% of the outlets.

This award recognizes the most outstanding brands in terms of marketing strategy, customer service and overall product excellence of Hong Kong's leading health and beauty products, and it represents an important showcase for the development of Forte Pharma in Asia, where the company is taking its first steps.

In 2017, Forte Pharma expects to launch four new products in Hong Kong and Macao to continue boosting its presence in these markets, as well as to reach new markets outside Europe through agreements with local distributors.

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 at the end of 2015 (last year reported)



concentrated 67% of the company's sales, followed by Spain and Benelux, with 13% respectively, and Portugal with 2%.

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Additionally, Forte Pharma is present, through distribution agreements, in a dozen other markets, which account for 3.4% of sales in Europe and 3.6% in the rest of the world (Morocco, Lebanon, the West Indies, among others).

Regarding product lines, the portfolio of Forte Pharma is organized into four ranges: slimming (54% of its total sales in 2015), energy (18%), beauty (17%) and health (11%).

Following the acquisition of Forte Pharma by Natraceutical in 2006, and the integration of both companies in Reig Jofre in January 2015, the companies focused much of their efforts on enhancing the geographical diversification of Forte Pharma and achieving a better balance of its product portfolio. The latter has been achieved through a strengthening of the health, energy and beauty ranges of greater complementarity with Reig Jofre's network of medical and pharmaceutical visitors, against the weight control range, with a higher seasonality and exposure to the evolution of consumption in Europe.

In this sense, the presence of the brand in markets outside France went from 22% in 2006 to 33% at the end of 2015. Likewise, the contribution of sales of the weight control line fell from 76% in 2006 to 54% in 2015, in favor of the health, energy and beauty ranges.

The better evolution of these ranges in recent years made possible partially but increasingly 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.

Revenues from the area of "Nutritional Supplements and Consumer Healthcare" - mainly made up of Forte Pharma's product range- amounted to 35 million euros in 2015, 22% of Reig Jofre total turnover.

*Turboslim Fat Redu<sub>X</sub>™ 900mg*, the product awarded in Hong Kong, is marketed in Spain under the name of *Pesoredux 900mg*.

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 (Spain), Reig Jofre is a multinational pharmaceutical company whose business is divided into two major areas: one main for the manufacture and marketing of own developments (RJF Pharma, 80% of total sales) and one of specialized contract development and



manufacturing (RJF CDMO, 20% of total sales). At its core activity, the company focuses on the development of specialized-technology products (antibiotics and injectable); therapeutic-specialty products in the areas of dermatology, gynecology and respiratory; and nutritional supplements and consumer healthcare. 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 900 employees, 4 development and manufacturing centers in Europe, direct sales in 6 countries in Europe and over 130 commercial partners in 58 countries worldwide. The company reached sales of €157 M in 2015

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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