

FRIULCHEM LAUNCHES PARTNERSHIP WITH “EMPORIO ADV” AND “VET IN RETE” TO SUPPORT GROWTH AND MARKETING OF THE SUPPLEO BRAND

Milan, January 06, 2020 – **Friulchem S.p.A.** (AIM: FCM), innovative SME and one of Italy’s leading international players in third party research, development, and manufacturing (CDMO) of semi-finished and finished products containing active pharmaceutical ingredients and food supplements, with particular specialization in veterinary drug delivery, is pleased to announce the launch of two new partnerships with EMPORIO ADV and Vet in Rete to support the **branding** and **marketing** of **Suppleo**, a new 100% natural range of complementary pet foods for dogs and cats, based on the **Italian FC-CUBE® technology patented by Friulchem**.

EMPORIO ADV, a Friulian company like Friulchem, has been entrusted with **branding and digital marketing of Suppleo**. The agency, founded in Udine in 1998, has significant experience as a brand and business builder and represents not only an important reference point for companies in the North East and throughout Italy that intend to use strategic consultation to grow corporate identities and businesses, but also boasts international clients in its portfolio. EMPORIO ADV specializes in digital projects and online sales in Italy and abroad. Its consulting approach allows it to assist with the birth, growth, development, restructuring and improvement of business performance of brands in a constantly shifting market.

Vet in Rete is the first group of veterinarians created to support those who travel on vacation or for work with their pet, providing the opportunity to entrust their pet to affiliated veterinarians in case of need. The organization, which also deals with prevention campaigns and informative courses, is always attentive to innovative and quality products. **For this reason, it fully embraced the philosophy of Suppleo as a complementary feed line, introducing it through its own network of veterinary facilities and through the web. This partnership demonstrates how the high quality of Suppleo is an important and distinctive factor, recognized as well by those who work to find valid and effective solutions for the health of domestic animals each day.**

Friulchem (AIM:FCM), active for over 20 years in this sector, is now one of Italy’s leading CDMOs (*Contract Development Manufacturing Organisations*) operating internationally in the *healthcare* sector through third-party research, development and manufacturing services for semi-finished and finished products including both active pharmaceutical ingredients and food supplements, with particular specialization in *drug delivery* systems for the veterinary sector, which represent Friulchem’s excellence, as well as in the development of dossiers for generic medicines for human use. Friulchem is an innovative SME and B2B company which prides itself on its end-customer focus, and has deep Italian roots thanks to its manufacturing facilities in Vivaro (Pordenone) and administrative headquarters in Milan. The Company is strongly oriented towards R&D activities and boasts established relationships with leading multinational companies in the pharmaceutical sector.

Common Shares ISIN: IT0005378457 - Friulchem Warrant ISIN: 2019-2022 IT0005378366

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