



COMPANY PRESENTATION

GENERAL INFORMATION

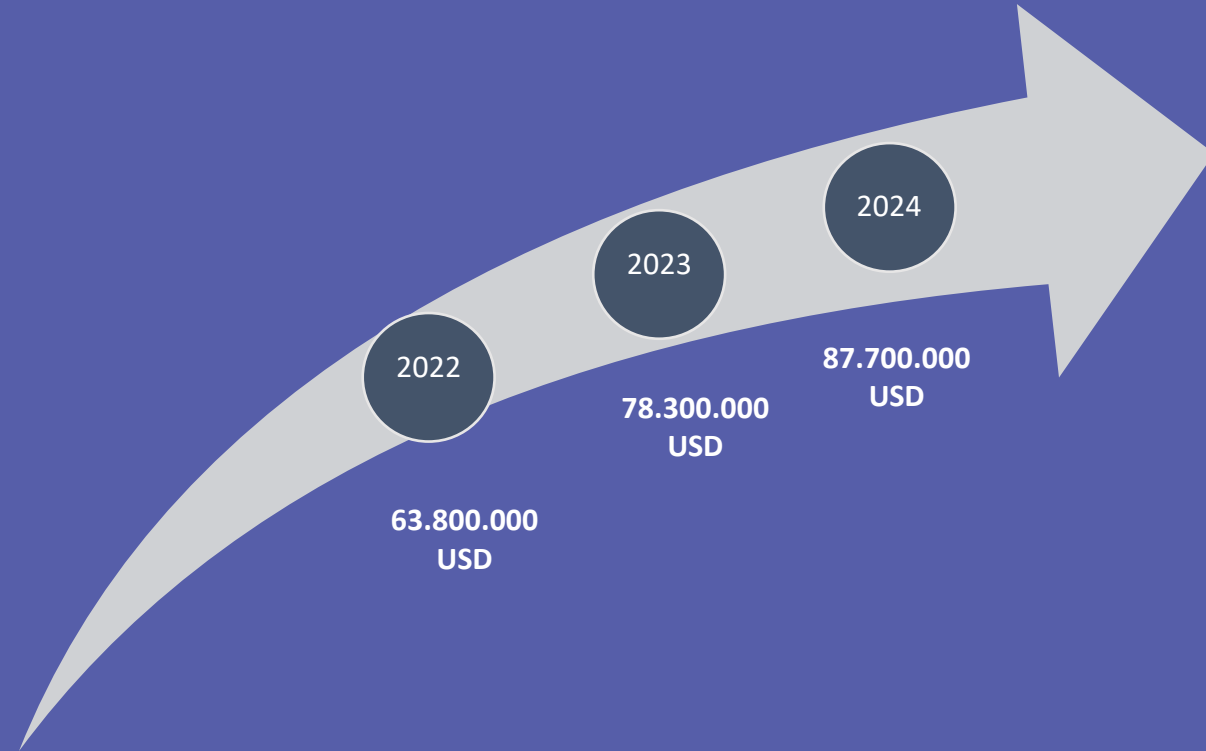
- **Farmec S.A.** – the largest Romanian manufacturer of cosmetics.
- **100% Romanian capital.**
- **Complex portfolio** with over 30 ranges.
- **Ample production capacity.** Technological lines and modern laboratories: **1 factory, 2 locations, 33 production lines**
- **Over 30 own stores** in Romania.
- Around **700 employees**.
- Over **11.000 commercial stores** in Romania.
- The products are exported to about 30 countries around the world.
- **Turnover 2024:** 87.747.185 USD.



Farmec S.A. – Top 5 cosmetics players in Romania

Farmec S.A. stands as Romania's top cosmetic producer, competing with global giants and distinguished as the only local manufacturer in the top tier.

In 2024, the turnover increased by 12%, up to 87.747.185 USD.



OVERSEAS SALES COUNTRIES IN 2024

Europe: Republic of North Macedonia, Hungary, Republic of Moldova, Italy, United Kingdom, Czech Republic, Greece, Spain, Cyprus, The Netherlands, France, Germany, Bulgaria, Croatia, Austria, Belgium, Denmark, Luxembourg, Poland, Portugal, Sweden

Middle East: Israel, Iraq, Jordan, Kuwait, Qatar

Asia: Japan, Singapore

North America: United States of America, Canada



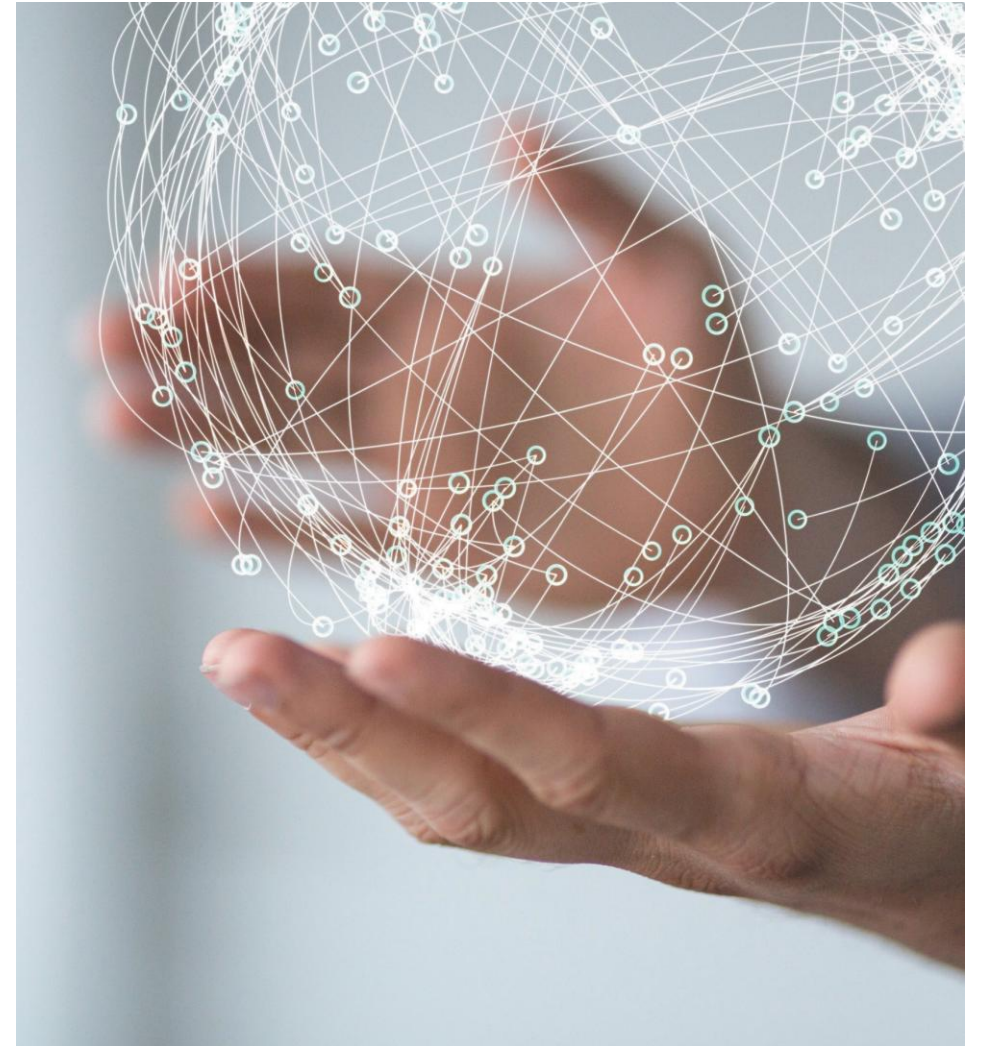
OVERSEAS SALES COUNTRIES IN 2024

Farmec S.A. sells both online and offline outside of Romania, either directly or through external distributors.

On the online channel outside of Romania, we sell through:

- our own online shops (www.gerovital.eu; www.gerovital.it),
- marketplaces (e.g., Amazon Europe, United States of America, and Canada),
- partner websites and various local platforms.

On the offline channel, we are present in over 2000 locations, covering the following distribution channels: pharmacies, drug stores, cosmetic salons, souvenir shops, retail chain stores, etc.



SHORT HISTORY

The history of Gerovital is closely tied to the innovations and discoveries of Prof. Dr. Ana Aslan, world-famous geriatrician and gerontologist, **who invented the science of gerontology.**

In **1952**, the famous researcher Ana Aslan prepares the H3 formula and finds the perfect composition for what became the first unique anti-wrinkle solution at that time. The Gerovital H3 concept is introduced for the first time in **1957**, in Verona, Italy, at the Gerontology International Congress.

1952, she founded the Geriatric Institute of Bucharest. This institute was the first of its kind in the world and was recognized by the World Health Organization.

A decade later, in 1967, a **historic meeting** takes place between Prof. Univ. Dr. Ana Aslan and Liviu Turdean, General Director of Farmec S.A. **The illustrious researcher entrusts Farmec S.A. with the rights to manufacture Gerovital H3 Prof. Dr. A. Aslan creams and emulsions**, in Cluj-Napoca.

In 1967, the first Gerovital H3 cream was produced in Farmec laboratories. This marked the beginning of the Gerovital brand, which has since become an ambassador for Romania.



GEROVITAL TREATMENT, VALUED AND USED AROUND THE WORLD

Gerovital H3 Prof. Dr. A. Aslan
products rapidly became
famous in numerous
countries.



THE COMPANY VALUES. THE PILLARS OF GEROVITAL BRAND

Innovation: we create effective products using science top performant ingredients. Over 600 products in our portofolio. Balancing innovation with tradition, Farmec's products honors its rich heritage while embracing modern advancements. Gerovital brand values the legacy of Dr. Ana Aslan's pioneering work and continuously integrates new technologies and ingredients to improve its product offerings.

Tradition: we have a **moral obligation** to continue the work started by Prof. Dr. A. Aslan. Farmec S.A. researchers keep developing the valuable legacy left by Prof. Dr. Ana Aslan, who laid the foundations of the Romanian cosmetics industry.

Research: we have one of the most efficient laboratories in Eastern Europe. Our Research Department has decades of expertise.

Responsibly: we are responsible for our employees, consumers, partners and the environment. We value the use of natural, sustainably sourced ingredients to create products that are both effective and environmentally friendly.



RESEARCH AND INNOVATION

Our product development relies on continuous market research and effectiveness testing in both national and international laboratories (Spain, Greece, Poland, etc.). **Annually**, we modernize our **cosmetic product lines** to excel in an industry known for its high rate of innovation.

The production lines are fitted with advanced automated technology, enabling the high-volume production of products.

We frequently modernise and launch new product ranges.



CERTIFICATION

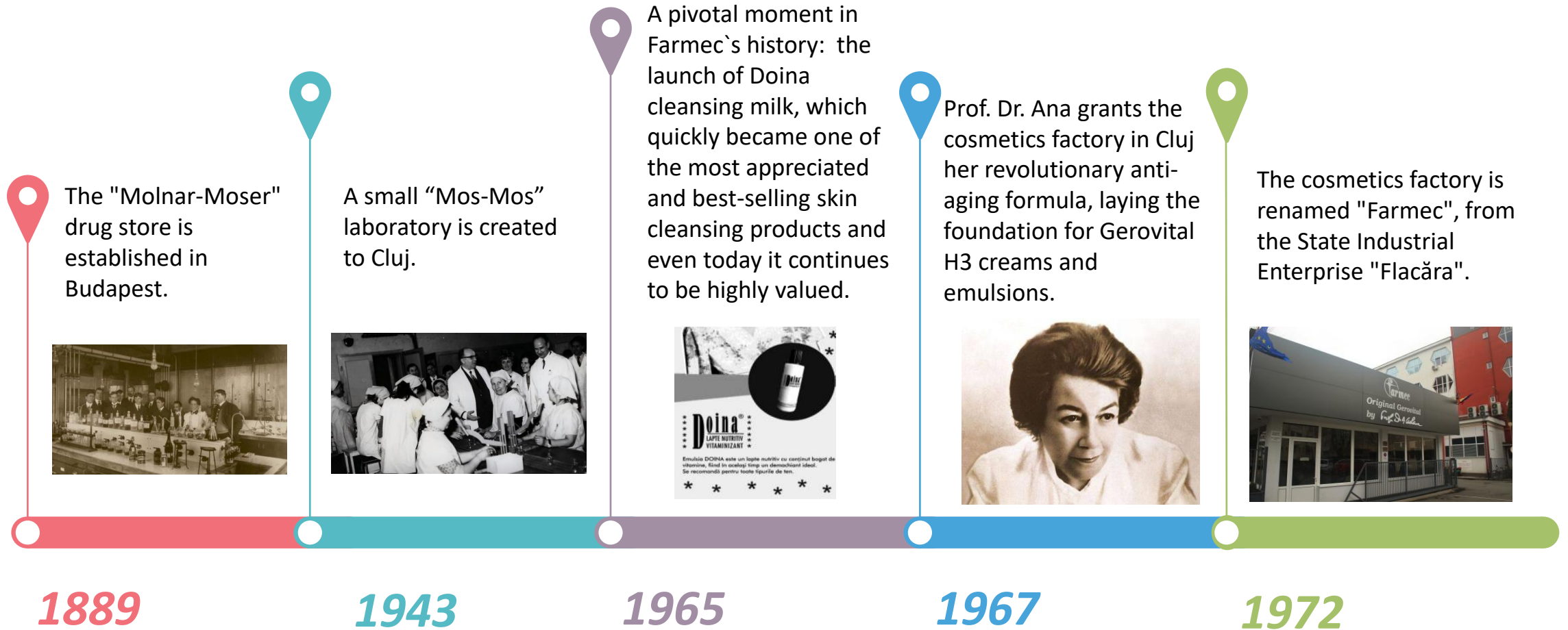
Farmec S.A. has developed collaborative relationships with national universities and clinics (*Babeş-Bolyai University in Cluj-Napoca, "Iuliu Hațieganu" University of Medicine and Pharmacy*) for research, market studies, but also for testing and obtaining international accreditations.

Farmec S.A. obtained the following certificates:

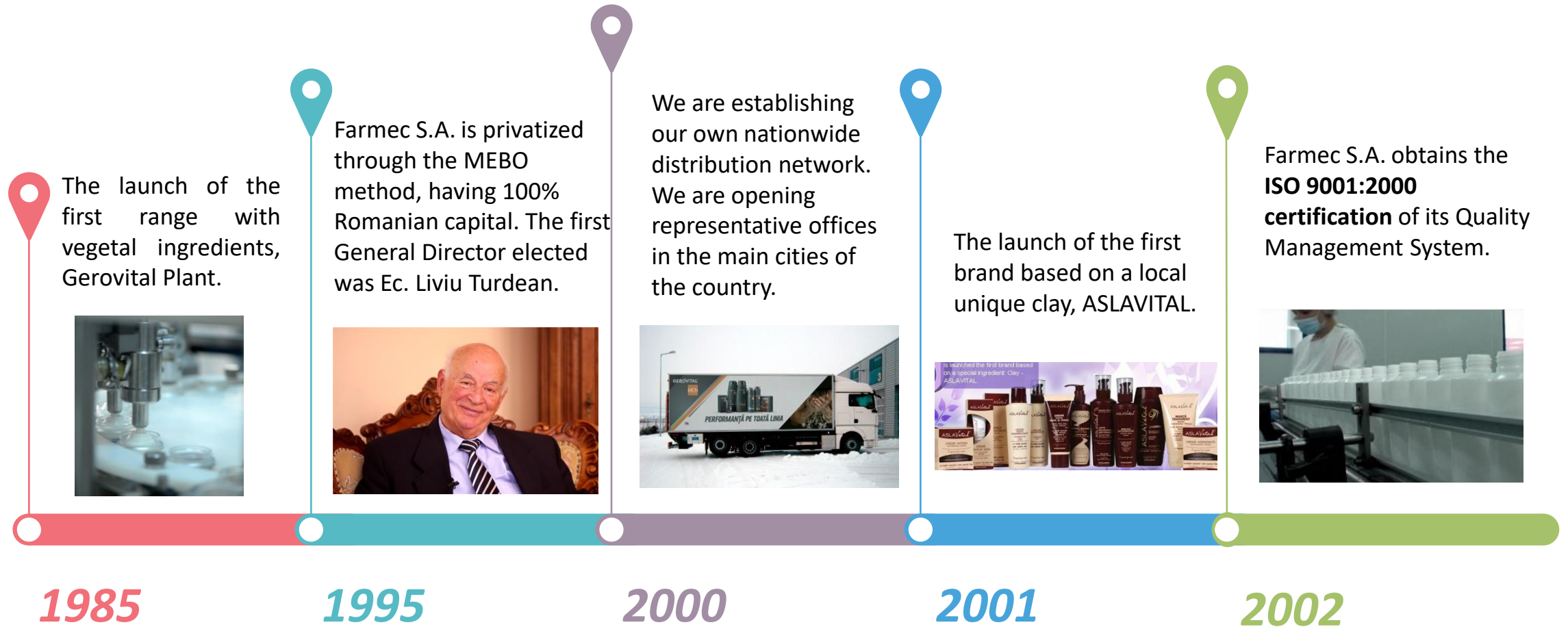
- **ISO 9001:2015** for the **Quality Management System**
- **ISO 14001:2015** for the **Environmental Management System**
- **ISO 22716:2007** for the **Good Manufacturing Practices Certificate** for Cosmetics



COMPANY AND BRANDS HISTORY



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The launch of the Gerovital H3 Prof. A. Aslan Evolution range, the top range in the anti-wrinkle segment in Romania.



Gerovital Plant introduces parabens-free formulas with hypoallergenic perfume and organic edelweiss extract.



Farmec S.A. obtains the **ISO 14001:2004 certification** of its Environmental Management System.



Farmec S.A. obtains the **ISO 22716:2007 certification** of its Good Manufacturing Practices of Cosmetics.



Inauguration of the first Beauty Salon in Cluj-Napoca, where facial and body treatments are based on the Gerovital H3 professional products.



2010

2010

2011

2012

2013

COMPANY AND BRANDS HISTORY

The launch of the first range of dermatocosmetics: Gerovital H3 Prof. A. Aslan Derma+, developed in collaboration with medical specialists.



2014

The launch of the first range of professional products: Gerovital H3 Prof. A. Aslan Equilibrium, dedicated to beauty salons.



2014

The launch of the first range of products dedicated exclusively to men: Gerovital Men.



2014

Inauguration of the first Gerovital store in Romania, located in Bucharest, according to the unique concept "Beauty Expert".



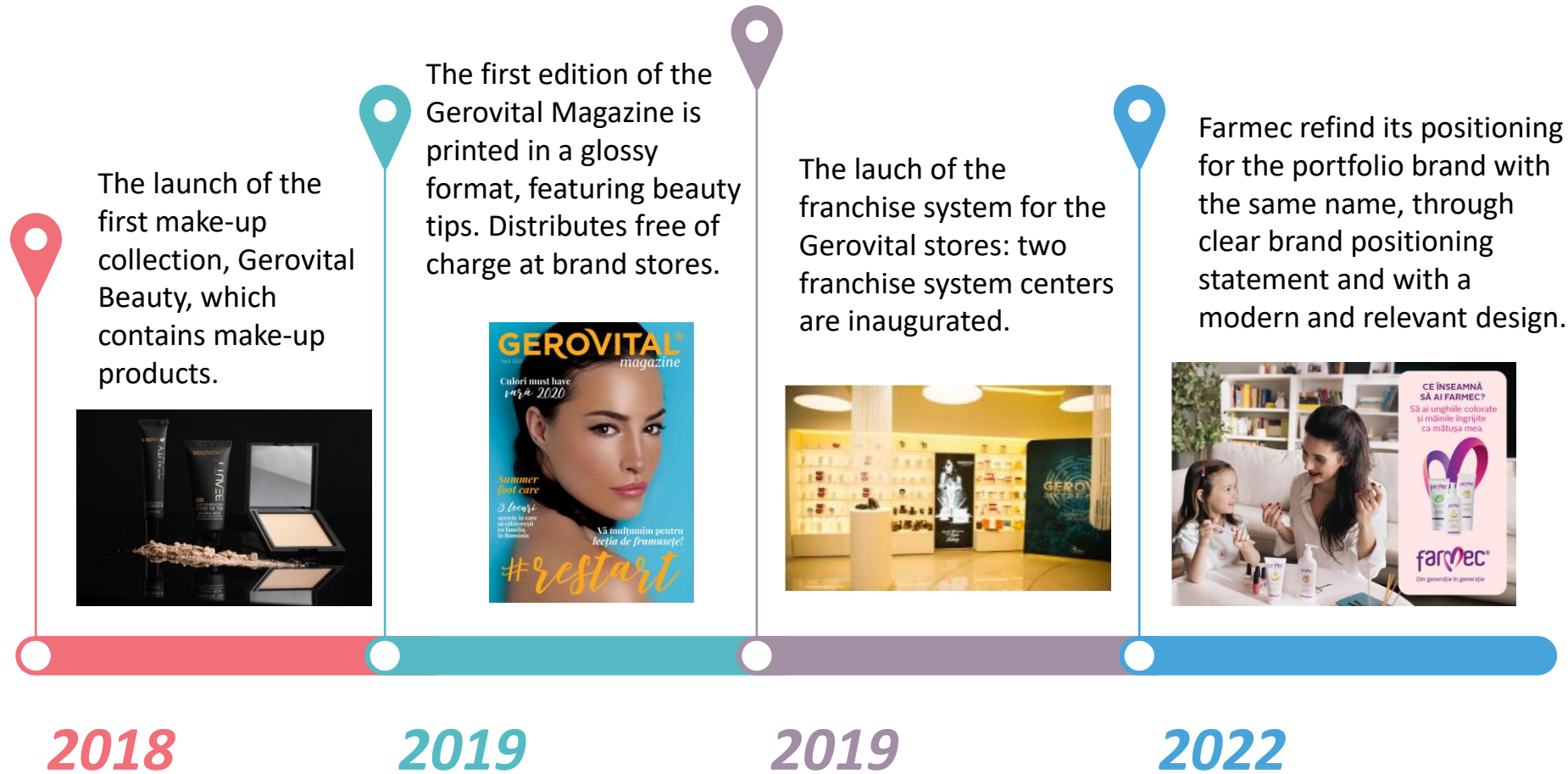
2016

The launch of the first range of luxury cosmetics, Gerovital Luxury.



2017

COMPANY AND BRANDS HISTORY



COMPANY AND BRANDS HISTORY

The launch of the first range of cosmetic products dedicated to generation Z: Gerovital Must Have. The range embraces the trend in new beauty, “SKINTELECTUAL” (skin intellectual, purity, simplicity and minimalism) with high potential to attract attention.



2022

The launch of the first range of care products dedicated to the little ones: Gerovital Kids. This range helps the parents to teach their children with healthy habits.



2023

MARKET LEADER IN IMPORTANT SEGMENTS

Despite fierce competition (with international giants) in the cosmetic markets, Farmec has managed to be the market leader, or top positions, in the last years for several product categories or sub-segments, according to Nielsen or Retail Zoom. Both market research companies do not include into their research on-line sales and our own stores, which strengthen our position on the market even more.

- ✓ **Gerovital in Care Segment** - Market Leader in value sales for the last years – by Retail Audit Nielsen
- ✓ **Gerovital Anti-Acne brand** - Market Leader in value sales, for the last years - by Retail Audit Nielsen
- ✓ **Gerovital H3 Prof. A. Aslan Evolution Ampoules with Hyaluronic Acid** – the best-selling product in the Anti-Wrinkle segment in 2017-2021 (since then, Nielsen introduced a new internal regulation, according to which single product awards are not given anymore) – the ampoules still remain on top of sales – according to Retail Audit Nielsen
- ✓ **Gerovital** – Market Leader in value sales for the Anti-Wrinkle segment 2019-2021, according to Retail Audit Nielsen
- ✓ **Gerovital Hair Treatment** – market leader or in top 5 on the last years , according to Retail Audit Nielsen or Retail Zoom
- ✓ **Farmec, Market Leader in Depilatory category** for the last years – for 2023 we have Retail Zoom's confirmation



COMPANY BRANDS



- Gerovital H3 Prof. Dr. A. Aslan Derma+ Premium Care
- Gerovital H3 Prof. Dr. A. Aslan Derma+
- Gerovital H3 Prof. Dr. A. Aslan Derma+ Sun
- Gerovital H3 Prof. Dr. A. Aslan Equilibrium
- Gerovital H3 Prof. Dr. A. Aslan Evolution
- Gerovital H3 Prof. Dr. A. Aslan Evolution Perfect Look
- Gerovital H3 Prof. Dr. A. Aslan Classic
- Gerovital H3 Prof. Dr. A. Aslan Retinol
- Gerovital H3 Prof. Dr. A. Aslan Hyaluron C
- Gerovital H3 Prof. Dr. A. Aslan Antiperspirant

GEROVITAL®

- Gerovital Luxury
- Gerovital Must Have
- Gerovital Men
- Gerovital Plant
- Gerovital Stop Acnee
- Gerovital Tratament Expert
- Gerovital Sun
- Gerovital Kids
- Gerovital Beauty
- Gerovital Face Masks
- Gerovital Body

The logo for ASLAVital, featuring the brand name in a stylized, cursive font with a registered trademark symbol.

- Aslavital Mineralactiv
- Aslavital Lift Instant

The logo for Farmec, featuring the brand name in a stylized, lowercase font with a heart shape integrated into the letter 'o'.

- Farmec
- Farmec Depilatory

The logo for Doina, featuring the brand name in a stylized, lowercase font with a registered trademark symbol.

- Doina

The logo for Nufar, featuring the brand name in a stylized, lowercase font with a registered trademark symbol.The logo for TRIUMF, featuring the brand name in a stylized, uppercase font with a registered trademark symbol.

- Nufar
- Triumph



PRODUCT PORTOFOLIO

Farmec S.A. maintains a multibrand complex portofolio:

- Skin, body and hair care products
- Professional cosmetics
- Dermato-cosmetic products
- Men care products
- Kids care products
- Make-up products
- Oral hygiene products
- Sun protection products
- Home care solutions, disinfectant products



DISTINCTIONS AND AWARDS received between 2019 - 2021

- ✓ **Gerovital Plant** – Best New Product (non-food), Market Gala 2019
- ✓ **Gerovital** – Superbrand 2019 (plus 2015 & 2017)
- ✓ **Gerovital** – 1st place „Top 100 Romanian brands” 2019
- ✓ **Gerovital Men ampoules** – Best New Product (non-food), Progresiv Gala 2020
- ✓ **Farmec Disinfectants** – Best New Product, Piața Gala 2020
- ✓ **Gerovital** – The strongest brand, Piața Gala 2020
- ✓ **Gerovital** – Superbrand 2021
- ✓ **Gerovital H3 Prof. Dr. Ana Aslan Evolution Perfect Look** – Best New Non-Food Product, Progresiv Gala 2021
- ✓ **Gerovital** – Brand no. 3 – Top 100 Romanian Brands 2021, BrandRo



DISTINCTIONS AND AWARDS received between 2022 - 2023

🏆 **Gerovital** – The strongest brand in the personal care products group, Piața Gala Awards 2022

🏆 **GEROVITAL Masks** – Best new product Award, Piața Awards Gala 2022

🏆 **Gerovital** – Superbrand 2022

🏆 **Gerovital H3 Prof. Dr. Ana Aslan Hyaluron C** – BEST NEW NON-FOOD PRODUCT, Progresiv Awards 2022

🏆 **Gerovital Must Have** – BEST NEW NON-FOOD PRODUCT, Progresiv Awards 2023

🏆 **Farmec** – Brand of Romania, „Brands with Romanian Identity Card”, Piața Magazine, 2023

🏆 **Gerovital** – Brand of România, „Brands with Romanian Identity Card”, Piața Magazine, 2023



DISTINCTIONS AND AWARDS received in 2024

🏆 **Gerovital H3 Prof. Dr. Ana Aslan Equilibrium** – Best SPA Product 2024, Conferința Anuală SPA România, 2024

🏆 **Gerovital** – BRAND OF THE YEAR, Progresiv Awards 2024

🏆 **Gerovital Kids** – BEST NEW NON-FOOD PRODUCT, Progresiv Awards 2024

🏆 **Farmec** – BEST LOCAL FMCG SUPPLIER, Progresiv Awards 2024

🏆 **Gerovital H3 Prof. Dr. Ana Aslan Equilibrium** – „The best face cosmetics brand”, Cosmobeauty 2024



DISTINCTIONS AND AWARDS received in 2025

- 🏆 **Gerovital** – Cultural Heritage Award, BrandRO 2025
- 🏆 **Gerovital H3 Prof. Dr. Ana Aslan Equilibrium** – Best SPA Supplier 2025, Annual Conference SPA Romania 2025
- 🏆 **Gerovital Plant Cleansing Balm** – BEST NEW NON-FOOD PRODUCT, Progresiv Awards 2025
- 🏆 **Gerovital Kids** – bronze medal, Effie Awards Romania 2025
- 🏆 **Farmec** – Consumer Superbrands, Superbrands Gala 2025
- 🏆 **Farmec** – Business Superbrands, Superbrands Gala 2025
- 🏆 **Farmec** – second place, BEST VERTICALLY INTEGRATED BUSINESS, Progresiv Awards 2025



BRAND STORES

Farmec S.A. operates over
**30 company – owned
stores.**



THE FUTURE STRATEGY OF THE COMPANY

Looking ahead, our strategy focuses on **entering new international markets**. With our solid brand reputation as a foundation, we are well-equipped and optimistic about navigating different global markets successfully.

Sustainability is an important pillar for the company. Since 2020, we have implemented a social responsibility campaign in our brand stores to collect and recycle packaging from our product portfolio.

Research and Innovation remains integral to our long-term growth strategy. We are focused on creating revolutionary products in the upcoming years.





Farmec
Original Gerovital
by Prof. Dr. A. Călugăreanu

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