

Press release

**Labomar: Aspi Gola ® Natura e Supradyn Difese 50+
are “Voted Product of the Year 2022”**

The two products chosen by consumers as the best products in the throat care and food supplement categories.

Both are produced by the company from Istrana for the multinational Bayer

Istrana, 5th April 2022 – Labomar SpA (Ticker: LBM), an Italian-based international nutraceutical enterprise listed in the Euronext Growth Milan market, confirms that the *Aspi Gola ® Natura* and *Supradyn Difese 50+* have been Voted Product of the Year 2022. This recognition is attributed to innovative products and services on the Italian market and based exclusively on the opinion of 12,000 consumers.

Both products have been elaborated, developed and created by Labomar in their plants in Istrana for the Italian branch of the pharmaceutical multinational Bayer and have been classified at the top of classifications respectively for the category of throat care and food supplements.

Formulations of the medical device *Aspi Gola ® Natura*, a technical file owned by Labomar, and those of the food supplement *Supradyn Difese 50+*, developed by the Labomar Research&Development team, have been chosen by Bayer due to their innovative characteristics based on ingredients with a solid scientific background in the name of effectiveness and safety. Distribution on the Italian market was launched, respectively, in 2020 and 2021.

The success achieved with the Award “Voted Product of the Year” strengthens the existing long-term collaboration between Labomar and Bayer, that already at the beginning of the year, through its *Bayer Consumer Health* division, had awarded the company from Treviso the title of *Best External Partner* for 2021, the only Italian company out of the six awarded. Recognition enhanced furthermore the commitment and haste implemented for the development and launch on the EMEA markets (Europe, Middle East and Asia) of two products during the pandemic.

Walter Bertin, President of Labomar, declared: *“I would like to express my enthusiasm and satisfaction for this important recognition, attributed to us directly by the end users. The everyday commitment of the Labomar team is dedicated to them and our customers, with the objective of providing the market with innovative and effective products, offering the very best level of compliance and experience of use. Receiving this important certification for these two products in one single edition is confirmation that the direction taken is the right one. We can count on a highly qualified and motivated Research&Development team allowing Labomar once again to stand out on the Italian and international market and, at the same time, consolidate its partnership in a reality such as Bayer”.*



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Voted Product of the Year Profile

The Award for Innovation attributed to new products and services launched on the Italian market was born in 2005 thanks to the businesswoman Simonetta Flores who introduced to Italy a symbol recognised for more than 30 years and now to be found in more than 45 countries throughout the world. The products voted are characterised by the red and white logo of Voted Product of the Year. They represent quality and reliability as they are chosen by 12,000 consumers who vote through market research carried out by IRI (an independent institution, influential and leader in its field). For every category of products, from food and beverage to products for the home and cosmetics, finance and tech, the products that achieve the highest average between innovation and satisfaction are chosen. The products selected in this way can use this prestigious logo on all of their communication for one year.

Bayer Profile

Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. Its products and services are designed to help people and planet thrive by supporting efforts to master the major challenges presented by a growing and aging global population. Bayer is committed to drive sustainable development and generate a positive impact with its businesses. At the same time, the Group aims to increase its earning power and create value through innovation and growth. The Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2021, the Group employed around 100,000 people and had sales of 44.1 billion euros. R&D expenses before special items amounted to 5.3 billion euros.

Labomar Profile

Labomar S.p.A., founded by Walter Bertin in Istrana (province of Treviso) in 1998, is a CDMO (Contract Development and Manufacturing Organization) engaged in the development and production of food supplements, medical devices, foods for special medical purposes and cosmetics for third parties. Its research team creates, develops and manufactures high added-value and innovative content nutraceutical products. Many of the supplements produced by Labomar leverage proprietary technologies which boost the bioavailability of the active ingredients, modulate their gastrointestinal absorption and improve their taste. Labomar sincerely believes in operating as a business centred on sustainability and the well-being of the individual, the environment and the community. It has therefore amended its By-Laws to become a Benefit company.

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