



Be part
of the journey

PHOENIX
Pharma Italia

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Be part
of the journey

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Our origin - The PHOENIX Group

Our origin PHOENIX *Group*

Our story begins with PHOENIX group, European leader in the wholesale of pharmaceutical products, pharmacy retail and services for the pharmaceutical industry. It is an inclusive and competitive reality on the market, which builds and consolidates its leadership every day. Being inside the Group makes us part of a family that works hard for the sustainability of the company and for increasing long-term value, for sustainable growth, for the individual progress, ensuring the success of the development of the entire group.



+ € 61,3 billion
in turnover in 2024/25



49.000
employees



187 million
customers
going to pharmacies
every year



3.200
owned pharmacies
in **15 countries**



We focus on
customers

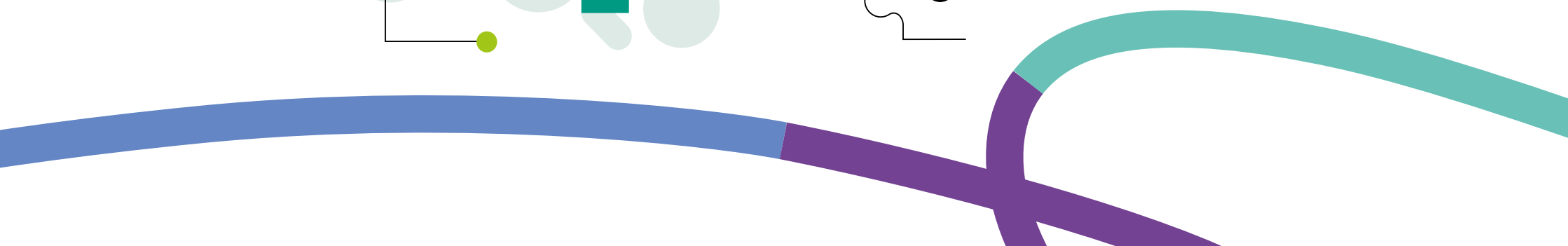
We work
efficiently

We think about
the **future**

We support
collaborations

We create value

We are one team



We are PHOENIX Pharma Italia

We are a health company aspiring to excellence through strategic growth and business perspective, always looking to people's well-being and social and environmental sustainability, with a strong orientation towards innovation and market evolution.



**We are the first player of
integrated health services
in Italy**



> 3 billion and 198 million €
in turnover



> 3.000 Employees
in Italy



+ di 1.000 Pharmacies
including owned pharmacies, franchised
pharmacies and pharmacies belonging to
the affiliation network Valore Salute



> 13.000 Pharmacies
served regularly every month



> 25 Warehouses



> 720 served facilities,
including hospitals, nursing homes and
residential care facilities

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STRATEGY - Our paradigms and drivers for the creation of value

Strategy

Our paradigms and drivers for the creation of value



Our strategy guides us in the day-to-day running of the business, in our interactions with customers, and in our growth and development.



**Vision
& Mission**

We support you in living a healthy life

We distribute health and well-being everywhere, every day, ensuring reliable distribution of medicines and health products to millions of consumers. We offer healthcare services aimed at improving your quality of life and allowing you to make the most of it.



**Customer
Focus**

We facilitate collaboration among the players in the healthcare sector

We are the intermediary that connects producers, pharmacists, and customers to optimize results and create win-win situations for everyone.



Our core

The determining factors of our success

The assets that underpin our daily work.

Strategy

Performance-Mindset



PEOPLE

The role of people is central to us.

The factors that allow each of us to contribute to the creation of a performance culture: the five segments explain how we can implement and develop it.

How to create a performance culture that puts people first?



We establish **OPERATING PRINCIPLES**



We offer **PATHS FOR GROWTH**



We adopt a flexible and open **MINDSET**



We have a positive **ATTITUDINE** that focuses on shared results



We **CARE** for our people

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WE BUILD our future



We build new synergies between distribution and retail to offer solutions and a better service

EXCELLENCE

We keep our promises, always with excellence in mind

DIGITALISATION

We continually implement and improve upon our processes and technologies

We
Build
our future

Be part of the journey

WE CARE for our future



We take care of our people and their future and we offer millions of citizens new solutions for their health

PEOPLE STRATEGY

we support the growth of our people in shared skills and values

SHAREHOLDERS

We guarantee solidity and offer added value

We
Care
for our future

Be part of the journey

WE CHANGE our future



We ride the change by investing in excellence, digitalisation and innovation

BUSINESS DEVELOPMENT

We are the first network of pharmacies and distribution in Italy

DIVERSIFICATION

We broaden our horizons, approaching different sectors

We
Change
our future

Be part of the journey

We deliver health

We deliver *health*

We are **the most important Italian company** operating in the pharmaceutical distribution and logistics sector. Every day, we reach thousands of pharmacies, making **90,000 references** available to citizens within a few hours.

The **Distribution Units**, widespread throughout the territory, are the heart of this system and allow us to **reach everywhere in Italy**, covering in some provinces over **90% of pharmacies**. In addition to distribution services, we support the development of the great potential of pharmacies, the first territorial touch point for citizens' health. In fact, we provide our customers with **specific marketing and commercial services** to always keep up with the health **needs of the entire population**.

We are




a PHOENIX company


a PHOENIX company





55%
average
automation level



85.000
Products
handled



About
28.000
Deliveries
per day



110
areas served
everyday
20 regions

Health *in the territory*

Independent, affiliated, or directly managed, pharmacies and para-pharmacies are the front-end of an **ecosystem serving the health and wellness needs of citizens**, a fundamental link in the supply chain, and a touch point for the territories.

For this reason, we support pharmacies primarily in their business dimension, so they can always be efficient and competitive while fulfilling their valuable role of care and listening. We do this thanks to a **network of owned pharmacies, franchised pharmacies**, and the **Valore Salute Network**, which place the customer and their needs at the center, offering innovative services.



We are
**VALORE SALUTE
FARMACIA** 

We are
BENU  Farmacia



BENU Farmacia

Innovation, Loyalty and Growth for the pharmacy of the *future*

The pharmacy as a Health-HUB

With BENU, we transform the pharmacy into an essential point of reference for citizens: a Health-Hub that offers an integrated and personalized experience.

Thanks to a modular approach, adaptable to the territory and local regulations, we create an ecosystem that guarantees:

- Quick and immediate access to health services.
- A tailored customer-experience for each client.
- Continuous training to enhance the professionalism of pharmacists.
- An innovative concept that strengthens the relationship with the customer, freeing itself from price competition.

The goal is simple: to offer a broader, sustainable concept of prevention and health centered on the real needs of people.



Franchising: Your Potential, Our Experience

BENU franchising is the natural evolution for independent pharmacies that wish to grow with the support of a large network.

We offer a unique model on the market:

- The retail know-how and the entire concept of BENU pharmacies.
- A formula that combines innovation and tradition, allowing to stand out in the sector.

Join us and transform your pharmacy into a cutting-edge store, capable of anticipating customer needs and facing market challenges.



Loyalty: More Than a Card, an Opportunity

With BENU EXTRA Card, every purchase becomes a rewarding experience. Our points collection program rewards customers' loyalty, offering bonuses and exclusive discounts upon reaching spending thresholds. But it is not just about rewards: it is a way to strengthen the bond with the customer, fostering loyalty and turning every visit into a valuable moment.

Be part of the journey

Our brands

Our BRANDS

*Ben*effèct

Gut
Health

*Ben*effèct
INTEGRATORI

Strenght and Vitality

 LIVSANE

Daily
Well-Being

*Ben*effèct
SKIN


Skin
Beauty

skineffect

Specific Treatments
for Sensitive Skins



The power of
nature

SOLERO

Safe and Protected
Tanning



Plasters and
Medications

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Our presence on the territory



737

Valore Salute
Network
Pharmacies



368

Owned and
franchised
Pharmacies

25

Warehouses

LEGEND

Retail



Warehouses



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Vincenzo Masci
Commercial & Marketing
Director

Raffaele Testa
Operations & Logistics
Director

Joachim Sowada
CEO PHOENIX Pharma Italia

Claudia Ciuffani
CFO

Lorenzo Clerici
Customers & Channels
Director



*Learn
more on*

phoenixpharmaitalia.it