



Press release

Valbiotis opens a new growth driver with the launch of its full product range on Amazon France

- Amazon France, a channel complementing pharmacies to reach new consumers;
- Digital, a growing driver of the food supplement market.

La Rochelle, October 26, 2026 (5:40 pm CEST) – Valbiotis (FR0013254851 – ALVAL, PEA-PME eligible), a French laboratory specializing in cardiometabolic health, announces the launch of its natural health products on Amazon France. Listed on the platform from October 26, the full Valbiotis^{PRO}[®] range (Cholesterol, Metabolic Health, Cardio-Circulation and Liver, the latter launched in September) and the full Valbiotis^{PLUS}[®] range (eight products) will effectively go on sale from mid-November, allowing time to set up dedicated advertising campaigns on Amazon. Amazon will begin the first deliveries to consumers on that same date.

Amazon France: a new channel to broaden Valbiotis' customer base

This new step is part of Valbiotis' commercial strategy, which aims to strengthen the visibility and accessibility of its natural health products by diversifying purchasing journeys and customer touchpoints. The Company has opted for multichannel distribution, which until now has relied on two pillars: on the one hand, pharmacies, where Valbiotis products, available over the counter, benefit from personalized advice from pharmacy teams and can also be recommended by other healthcare professionals; on the other hand, the valbiotis.com website, which extends product distribution beyond the pharmacy network. Both channels draw on the laboratory's expertise, educational content and health programs.

While pharmacies remain the core of Valbiotis' distribution in France, Amazon France complements this set-up by reaching, beyond customers already familiar with the brand and its scientific approach, new consumer profiles accustomed to marketplaces, who will be able to make Valbiotis products part of their purchasing habits. Valbiotis thus gains access to the digital shopping environment with the largest audience in France¹. The Company will also retain control over its pricing policy on the platform, in order to preserve the positioning of its products.

¹ 41.2 million unique visitors per month, according to the latest Fevad & Médiamétrie//NetRatings e-commerce audience barometer for France (Q2 2026).

Online sales, an increasingly decisive growth driver

This choice is based on a fundamental shift in the French food supplement market, which reached €2 billion in 2025, up 4.7%². Although online sales still account for only 8.3% of sales, they generated 28% of market growth in 2025, more than double their contribution in 2024 (13%)². In this context, Amazon is establishing itself as a channel in its own right, with growth expected at +19% for 2026².

This step demonstrates Valbiotis' ability to structure its business model by opening new distribution channels without significant investment.

Shareholder benefit

20% discount on Valbiotis^{PRO®} and Valbiotis^{PLUS®} granted by customer service (service-client@valbiotis.com) upon proof of holding at least 85 shares

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About Valbiotis

Valbiotis is a French laboratory specializing in the design and distribution of scientifically tested, first-line nutritional solutions dedicated to the prevention of cardiometabolic imbalances. Through an innovative approach combining scientific excellence, plant expertise and the richness of natural ingredients, Valbiotis develops high-quality formulas based on patented active substances validated by rigorous clinical studies, to provide lasting support for cardiometabolic health and address associated functional disorders such as sleep, fatigue, mood management, immunity and vitality. Founded in 2014 in La Rochelle, the Company has established numerous partnerships with leading academic centers. Valbiotis is a member of the "BPI Excellence" network and holds the BPI "Innovative Company" label. Valbiotis has received significant financial support from the European Union for its research programs through the European Regional Development Fund (ERDF). Valbiotis is a PEA-PME eligible company.

For more information about Valbiotis®, please visit: www.valbiotis.com

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² IQVIA, "Food supplements in France: innovation and digital are reshaping the competitive landscape", April 2026 – scope covering pharmacies, parapharmacies, online pharmacies/parapharmacies and Amazon.



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