

## **Valbiotis® strengthens its foothold in pharmacies with two strategic partnerships**

La Rochelle, Monday, March 31 (5:40 pm CEST) – Valbiotis (FR0013254851 – ALVAL, PEA / PME eligible), a French laboratory specializing in the development and distribution of scientifically tested dietary supplements designed to support health at every stage of life, announces **the signing of two strategic agreements with pharmaceutical groups Apothical and Solution Réseau d'Achat (SRA). These partnerships represent an accelerating step forward in the implementation of Valbiotis' B2B strategy and will further strengthen its position in the pharmacy market.**

### **Two groups, complementary coverage of the pharmacy market**

The two groups, Apothical and Solution Réseau d'Achat (SRA), bring together a vast network of pharmacies, ranging from local small businesses to large-scale operations, giving Valbiotis privileged access to a strategic portion of the market.

- Solution Réseau d'Achat<sup>1</sup> is a group of 680 local pharmacies organized into three distinct segments: Pharm'Etoiles (103 pharmacies with Group branding), Premium (119 partner pharmacies without Group branding) and a complementary network of 450 pharmacies that benefit from the Group's terms and conditions. In addition to its role as a centralized purchasing organization, SRA supports its members through consulting and training services, thereby facilitating the integration of Valbiotis solutions in pharmacies and their distribution to patients.
- Apothical<sup>2</sup> brings together 120 medium- to large-sized pharmacies, strategically located in city centers and near shopping malls. It positions itself as a health, nature and wellness advisor. Its distinctive approach is based on personalized patient support through nutrition, dietetics and phytotherapy, with expert advice and dedicated spaces within partner pharmacies. Its commitment to innovation and phygital strategies supports the development of a patient-consumer journey experience, enhancing the visibility and accessibility of Valbiotis products for customers seeking a holistic approach to health.

### **A major growth driver for Valbiotis**

Thanks to these strategic partnerships, Valbiotis is accelerating its expansion in the pharmacy market. By strengthening its commercial relations with members, the company is optimizing the distribution of its ranges and meeting the diversified needs of pharmacies. It is also

---

<sup>1</sup> €2M to €3M in turnover

<sup>2</sup> €10M in turnover

committed to providing training for pharmacy teams to help them better understand the benefits of its health solutions.

*"These partnerships strengthen our position in the pharmacy market and enable us to expand our geographical presence. We want to facilitate access to our products, while supporting pharmacists with dedicated training courses,"* explains Sébastien Poncet, Business Unit Director for France.

### **An accelerated development strategy**

These new partnerships are part of a development strategy aimed at establishing Valbiotis as a key player in preventive health in the pharmacy sector. By creating lasting synergies with healthcare professionals, Valbiotis is reaffirming its commitment to making innovative, scientifically validated solutions more accessible—for the benefit of both patients and the pharmacy sector as a whole.

### **About Valbiotis**

Valbiotis is a French laboratory specializing in the development and distribution of scientifically tested dietary supplements designed to support health at every stage of life. Through an innovative approach combining scientific excellence, plant expertise and the richness of natural ingredients, Valbiotis offers a new generation of dietary supplements aimed at promoting cardio-metabolic balance and overall well-being, and addressing everyday health concerns such as sleep, fatigue, mood regulation, immunity and vitality. Created at the beginning of 2014 in La Rochelle, France, Valbiotis has forged numerous partnerships with leading academic centers.

Valbiotis is a member of the "BPI Excellence" network and has been recognized as an "Innovative Company" by the BPI label. Valbiotis has received major financial support from the European Union for its research programs via the European Regional Development Fund (ERDF). Valbiotis is a PEA-SME eligible company.

For more information on Valbiotis®, please visit: [www.valbiotis.com](http://www.valbiotis.com)

**Contacts**

**Corporate Communication / Valbiotis**

**Caroline Lamberti**

+ 33 6 77 82 56 88

[caroline.lamberti@valbiotis.com](mailto:caroline.lamberti@valbiotis.com)

**Financial Communication / Seitosei-Actifin**

**Marianne Py**

+33 1 80 48 25 31

[marianne.py@seitosei-actifin.com](mailto:marianne.py@seitosei-actifin.com)

**Press Relations / Seitosei-Actifin**

**Anne-Claire Taton**

+33 1 56 88 11 11

[anne-claire.taton@seitosei-actifin.com](mailto:anne-claire.taton@seitosei-actifin.com)