PRESS RELEASE

OTOFARMA: PERFORMANCE INDICATORS UPDATE

The Business performance in the first months of 2026 aligned with strategic goals

Naples, July 23, 2026 – Otofarma Group—a leader in hearing care with over 30 years of industry experience, specializing in the production of hearing aids distributed primarily through the pharmaceutical channel—announces its business performance through management KPIs for the period from January 1, 2026, to June 30, 2026.

In the first half of 2026, the Group sold a total of **6,172** hearing aids, representing a **4%** increase on the **5,925** units recorded in the same period of 2025. The period also registered a product mix shift toward high-end solutions compared to H1 2025, alongside a temporary reduction in the NHS (ASL) segment attributable to administrative processing times:

Business Line	Quantity as of 30.06.2026	% of total	Quantity as of 30.06.2025	% of total	30.06.2026 Vs 30.06.2025
Hearing aids sold in Pharmacies	5.470	89%	5.355	90%	2%
Hearing aids sold via Direct Channel	567	9%	320	5%	77%
Hearing aids sold via NHS (ASL) Channel	135	2%	250	4%	-46%
Total Hearing Aids Sold	6.172	100%	5.925	100%	4%

The expansion of the distribution network continues. As of June 30, 2026, the number of affiliated pharmacies rose to **4,689** compared to **4,462** at year-end 2025, reflecting an increase of **227** new locations. In parallel, the number of active pharmacies—defined as those generating revenue—grew from **1,440** as of June 30, 2025, to **1,565** as of June 30, 2026.

Significant progress was also achieved in the initiative dedicated to opticians: in the first six months of the year, affiliated optical stores increased from **175** to **311**, with **136** new centers joining the network.

Tele-audiology consultations reached **4,506**, compared to **3,774** in H1 2025 **(+19%).**

Specialized Telemedicine consultations recorded significant growth, rising from **523** in H1 2025 to **2,903** in H1 2026. During H1 2025, Telemedicine services were in the initial rollout phase across pilot pharmacies only; full operational capacity commenced in the second half of 2025.

Concurrently, the Group's commercial structure was further strengthened: as of June 30, 2026, the network of Commercial Sales Representatives numbered **258** professionals, up from **199** at the end of 2025, representing a net gain of **59** new sales force additions in the first six months of the year.

The aforementioned Key Performance Indicators (KPIs) will be disclosed on a quarterly basis.

Commenting on the key performance indicators monitored by the Company, **Gennaro Bartolomucci**, Chairman and CEO of Otofarma, stated: "*The first months of 2026 recorded a trend in main management KPIs aligned with the strategic goals disclosed together with the release of the 2025 full-year results. Indeed, the strengthening of the commercial team, the expansion of the affiliated pharmacy network, targeted marketing initiatives, and the launch of new strategic projects, such as Odiens and Telemedicine, continue to drive business growth.*"

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About Otofarma SpA

Otofarma Group is a leader in the design, production, and distribution of customized hearing aids through pharmacies. Its reputation is built on technological innovation and continuous research, offering advanced audiological solutions at a guaranteed democratic price, with the goal of making hearing care more accessible and widespread.
Pioneering in telemedicine, Otofarma was the first company in Europe to introduce specialist tele-audiology services in pharmacies, today available under Otofarma brand in more 4,000 partner pharmacies, making access to diagnosis and personalized devices easier.
Founded by Gennaro Bartolomucci, now Chairman and CEO, the company holds six patents for its proprietary software and instruments. Its devices and services are distributed exclusively through partner pharmacies, ensuring a controlled, quality-focused business model.

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