



## Press Release

### **Ourvita's strategic acquisition of Braveiy Biotechnology**

*Ourvita expands global reach with acquisition of leading Asian manufacturer Braveiy Biotechnology*

**Turin, 6<sup>th</sup> of March 2025** – **Ourvita**, an international leader in the development and manufacturing of health supplements, medical devices and wellness products, announces the **strategic acquisition** of a controlling stake in **Braveiy Biotechnology**, a renowned CDMO<sup>1</sup> based in China's Anhui province. **This acquisition strengthens Ourvita's position as a key global player** and expands its ability to deliver unparalleled quality and service to its valued brand partners worldwide.

**Braveiy Biotechnology** has been at the forefront of providing **innovative manufacturing solutions in the Asian market**, with expertise in health-focused research and product development. This acquisition aligns with Ourvita's mission to enhance global health and wellness by leveraging cutting-edge technologies, sustainable practices and a commitment to excellence.

With Braveiy's advanced production capabilities and local market insights, the acquisition not only strengthens Ourvita's presence in Asia but also enhances its capacity to offer world-class, scalable solutions to brand partners. Braveiy's integration into Ourvita's ecosystem will enable the Ourvita Group to deliver a broader range of products with improved speed-to-market and reinforced supply chain efficiency. Ourvita, known for its ISO-certified quality systems and sustainability-driven operations, will incorporate Braveiy's expertise to advance its goals of driving innovation and ensuring customer-centric solutions. All Ourvita Group companies share a vision of empowering healthier lifestyles through products that meet the highest industry standards.

*"Our acquisition of Braveiy Biotechnology marks a transformative moment for Ourvita. Together, we will redefine the standards of quality and service for our brand partners while continuing to innovate for a healthier tomorrow" said **Sagi Cohen, CEO of Ourvita**. "By combining our expertise, we are creating a truly global manufacturing network that brings together the best of Europe and Asia. We extend a warm welcome to our Braveiy colleagues and look forward to expanding our presence together".*

**Mr. Chen Bin, Founder of Braveiy Biotechnology**, added: *"We are thrilled to join the Ourvita family. Over the years, Braveiy has built a reputation for excellence in manufacturing and innovation. Partnering with Ourvita will allow us to expand our reach and continue developing exceptional products for customers around the world. Together, we will set new benchmarks for quality and service in the health and wellness industry".*

In recognition of Mr. Chen Bin's tremendous contributions, the board of Braveiy will grant him the title of "Honorary Chairman" and he will become a non-executive director. Braveiy's current management team, led by Mr. Chen Guojing, will be responsible for the execution of Ourvita Group's Asian strategy.

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<sup>1</sup> Acronym for Contract Development and Manufacturing Organization, meaning a company that manufactures and develops drugs for third parties



This acquisition underscores Ourvita's strategy of continuous growth through partnerships and its dedication to being a trusted leader in the health and wellness industry. As Ourvita expands its global footprint, it remains steadfast in its commitment to innovation, sustainability and delivering value to partners and consumers alike.

#### **About Ourvita**

Founded in 1939 and headquartered in Italy, Ourvita is a global leader in nutrition and wellness, dedicated to improving the health and vitality of individuals through science-based products. With a commitment to quality, innovation and sustainability, Ourvita continues to build its success on its unwavering support to its leading customers. Further information is available at [www.ourvita.com](http://www.ourvita.com).

#### **About Braveiy Biotechnology**

Headquartered in the Anhui province and established in 2006, Braveiy is one of the leading contract manufacturers of nutritional supplement products in China. Braveiy runs a well invested and modern manufacturing site including two R&D centres, ensuring the highest levels of innovation and product quality across a broad range of format capabilities. Further information is available at [www.enbraveiy.com](http://www.enbraveiy.com).

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