

**VALSOIA SPA: FINALIZED AGREEMENT WITH VALLÉ ITALIA S.R.L.  
FOR THE EXCLUSIVE DISTRIBUTION ON THE ITALIAN TERRITORY  
OF "VALLÉ" CONDIMENTS AND VEGETABLE BASES**

**THE AGREEMENT WILL BE EFFECTIVE FROM JANUARY 1, 2022**

Bologna, April 30, 2021

**Valsoia S.p.A. (MTA: VLS)**, Leader Company in the Italian market of health food products, listed on the MTA market managed by the Italian Stock Exchange, has finalized today an agreement with the company Vallé Italia S.r.l. for the exclusive distribution in the Italian territory of the entire portfolio of products branded "VALLÉ".

The agreement, with an initial duration of 42 months, will be effective from January 1, 2022. Until that date the distribution of "Vallé" brand products will continue under the current distributor.

The consumer value of Vallé Brand products portfolio in Italy is over 20 million Euros (source: Nielsen - December 2020).

Valle's Brand has been present on the Italian market since 1975 and has progressively become the undisputed leader of Vegetable Sauces with a value share of 69%, thanks to an innovative range oriented to naturalness and wellness.

Today Vallé boasts a consolidated and widespread distribution presence, with a Brand awareness of 87% and a "premium" consumer positioning 35% higher than the market average.

The agreement with Vallé Italia S.r.l., represents an operation of significant strategic value for Valsoia that further strengthens its portfolio of leading brands in the Food and Health Food markets.

President Lorenzo Sassoli commented: *"Valsoia adds to its portfolio a great historical brand, leader in the Italian market of vegetable seasonings with excellent development prospects in synergy with our proprietary brands (Valsoia Bontà & Salute, Santa Rosa, Diete.Tic, Piadina Loriana) together with those distributed (Weetabix and Oreo O's Cereals)".*

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**Valsoia S.p.A.** ([www.valsoiaspa.com](http://www.valsoiaspa.com)) founded in 1990, has developed the Italian market of soy-based vegetable products growing from an initial turnover of about 350,000 Euro (1990) to the current 83.5 million Euro and today is one of the reference companies in the health food market in Italy. The Valsoia brand represents, for the consumer, innovation and attention to health through good, natural and healthy products. Since July 14, 2006, Valsoia S.p.A. has been listed on the MTA market organized and managed by Borsa Italiana S.p.A.

For further information

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