

## VALSOIA LAUNCHES ITS FIRST INTERNATIONAL TELEVISION CAMPAIGN IN LITHUANIA

**Bologna, 14 January 2025 - Valsoia S.p.A.**, a leading company in the Italian market for healthy food products and listed on the Euronext Milan Market, announces the launch of its first international television campaign about “Valsoia Bontà e Salute” brand.

The campaign will be broadcast in Lithuania, where the company is located with a direct presence, and where the Valsoia brand with a wide range of products is a reference for those who follow a plant-based and healthy diet.

In particular, the company aims to consolidate its leading position in vegetable ice cream (35% - share by volume) and to accelerate growth in plant-based beverages where it is consistently the second largest player thanks to the excellent sales results achieved recently.

In recent years, with constant growth abroad, Valsoia has already made a series of investments in communication in international markets, using digital channels, billboards and other promotional initiatives responding to the media consumption of each market. The arrival in television now represents a further significant step in the company’s international expansion strategy.

The campaign aims to strengthen brand recognition in the Lithuanian market. Digital media will also be planned during the year.

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**Valsoia S.p.A.** ([www.valsoiaspa.com](http://www.valsoiaspa.com)) founded in 1990, was a "pioneer" in the development of the Italian market of alternative vegetable products. Today it is a reference company in the health food market in Italy and has expanded its product portfolio to include traditional food brands. The Valsoia brand "Bontà e Salute" 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 Euronext Milan market organized and managed by Borsa Italiana S.p.A.

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