

## **bonyf accelerates its export dynamics signing two new commercial contracts in Southeast Asia**



Ghent (Belgium), 15 June 2022, 08.00am; **bonyf NV (Mnemonic: MLBON), the next generation oral comfort expert, announces further geographic expansion with the signing of two major contracts in the Philippines and Malaysia.**



bonyf is expanding its customer base in the Philippines with the finalization of a new contract with Suhitas Pharmaceuticals Inc ("Suhitas"). Suhitas is a leading importer and distributor of healthcare products in the Philippines through strategic partnerships with leading pharmaceutical, healthcare and biotechnology companies. Suhitas distributes more than 200 products in the Philippines, to a customer base of more than 100 million.

Suhitas will market bonyf's superior adhesive cream under its own brand and will invest heavily in product advertising to promote a long-term relationship not only with bonyf, but also with its existing partners. The commercial contract has the potential to extend to bonyf's star product, OlivaFix® Gold Denture Adhesive Cream containing 30% organic oil. This commercial contract is an important step for bonyf to expand its customer base in the Asia-Pacific region.

Executive Director of Suhitas, Mr. Hitesh Sharma, stated Suhitas has had positive experiences with European companies and his desire for a long-term relationship with bonyf.



**QUANTUM UPSTREAM SDN BHD**

bonyf expands its penetration in Malaysia with the signing of a contract with Quantum Upstream Sdn Bhd ("Quantum"), a wholly owned subsidiary of the Big Pharmacy Group. According to Quantum's CEO, Mr Meng Chuan Lee, the Group has a turnover of €200 million. Quantum is one of the fastest growing pharmaceutical distribution groups in Malaysia with an expected growth of over 30% by 2022.

Malaysia has a population of 33 million. The country is experiencing a strong increase in healthcare spending which accelerated by 9.6% in 2021 to €13.4 billion, surpassing the 6.9% growth rate in 2020. According to Fitch Solutions analysts, it could grow at a 5-year compound annual growth rate of 7.6% to €19.4 billion by 2025.

Quantum has extended their product line by adding the following bonyf products to its range: OlivaFix® Gold Denture Adhesive Cream, Express Effervescent Cleansing Tablets and NitrAdine® Effervescent Disinfecting Denture Tablets. Quantum highlighted the positive customer feedback on these products, as well as the vaseline-free formulation of the OlivaFix® Gold denture adhesive cream containing organic olive oil.

With these two new commercial partnerships providing access to two high-potential markets, bonyf is accelerating its commercial penetration/infiltration of the export market. These fast-growing markets are real growth drivers for bonyf and should contribute a significant share of the group's overall future sales.

**bonyf's strengths**

- Products with patented formulations
- Produced in Switzerland compliant with stringent international quality regulations
- Proven clinical efficacy
- Commercial presence in 36 countries
- Prospects for solid growth and rapid profitability
- A fast-growing oral and dental care market

**About bonyf**

Incorporated in 1979, bonyf specialises in the development, production and selling of cutting-edge oral & dental care products. Through its unwavering commitment to innovation and continuous improvement, bonyf makes a real difference to people suffering from dental and oral conditions. The Company has its R&D facilities in Liechtenstein (in the renown dental valley), a production plant in Switzerland and distributes its product range in 36 countries worldwide. Benefiting from seven patent protected formulations and products developed in-house, bonyf expects strong future development, driven by the fast-growing oral and dental care market.

Learn more at <https://bonyf.com>

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