PRESS RELEASE

Paris, 20 July 2026, 6:00 a.m.

bonyf Group Confirms Strategic Transformation and Long-Term Growth Vision



Knokke-Heist (Belgium), 20 July 2026, 6:00 a.m.; **bonyf NV (Ticker: MLBON), a leader in dental consumer goods, professional dental consumables and dermatological solutions. Following the successful Annual Shareholders' Meeting held on 25 June 2026 in Knokke, Belgium, home of the headquarters of the bonyf Group of companies, bonyf Group provides an update to its shareholders on the progress achieved in executing its strategic transformation and positioning the Group for long-term value creation.**

Recent share price movements have occurred in a context of extremely low trading volumes. The Company remains focused on the underlying fundamentals of the business and believes that the current market valuation does not fully reflect the intrinsic value of bonyf, including its patented technologies, differentiated product portfolio and significant growth potential.

The Company also wishes to highlight that the Chief Executive Officer, who is also a major shareholder, has recently invested over EUR 500.000 in the Company, demonstrating continued confidence in bonyf's strategy and future prospects. During the Shareholders' Meeting, the published financial statements for the holding bonyf NV , available through Euronext, were reviewed and approved, and the Company presented its strategic roadmap for the next three years, centered on accelerating growth, strengthening margins and expanding its global footprint.

The bonyf Group is entering a new phase of development. Its growth strategy is driven by a clear focus on building and promoting its own innovative brands through an expanding network of international distribution partners, supported by targeted digital marketing initiatives. This approach is designed to enhance brand equity, improve profitability and deliver sustainable long-term value for shareholders.To support the anticipated increase in demand, bonyf has invested in new production equipment that will substantially increase its manufacturing capacity and enable efficient large-scale production of Periocream.

A central pillar of this strategy is Periocream, the Company's patented professional product developed for dental practitioners. Periocream represents a significant growth opportunity, and the Company is actively scaling its global presence. The objective is to appoint at least 15 new distribution partners by the end of 2026, with continued expansion expected in the years ahead.

To support this momentum, bonyf has invested in a new specialised automated production line for filling and labelling Periocream syringes. This state-of-the-art facility, expected to be operational by the end of October 2026, will have the capacity to produce approximately 2,000 syringes per hour, ensuring efficient response to growing international demand.

The Company's strategic focus also reflects a disciplined response to evolving market dynamics. Rather than competing in commoditized, price-driven segments increasingly dominated by low-cost production in Asia, bonyf is concentrating on innovative, patented and scientifically validated products that deliver superior clinical outcomes and higher margins.

Innovation remains at the core of bonyf's identity. The Company's strategy is to develop, manufacture and commercialize differentiated products that create value for dental professionals, consumers, business partners and shareholders alike.

The Company believes that its strategic transformation, combined with disciplined execution and continued international expansion, will drive meaningful growth and enhanced profitability over the coming years.

The Board of Directors and management express their appreciation to shareholders for their continued trust and support as the Company executes its strategic vision.

bonyf Group remains committed to delivering sustainable growth and long-term shareholder value.

Forward-Looking Statements
This press release contains forward-looking statements regarding the future plans, objectives, expectations and anticipated performance of bonyf Group. Such statements are based on current assumptions and management's expectations and are subject to known and unknown risks, uncertainties and other factors that could cause actual results, performance or achievements to differ materially from those expressed or implied. Investors are cautioned not to place undue reliance on these forward-looking statements. Except where required by applicable law or regulation, bonyf Group undertakes no obligation to update or revise any forward-looking statements contained in this press release.

bonyf's strengths

- Products with patented formulations
- Produced in Switzerland compliant with stringent international quality regulations
- Proven clinical efficacy
- Commercial presence in 37 countries
- Prospects for solid growth and rapid profitability
- A fast-growing oral and dental care market



About bonyf

bonyf is a European innovator in oral and dermatological care, developing clinically validated solutions for dental professionals, pharmacies, and consumers. Listed on Euronext Paris (MLBON), bonyf is headquartered in Knokke, Belgium, and operates with a growing global presence across Europe, Asia, and the Americas.

For more information, visit **bonyf.com** or contact **investor@bonyf.com**.

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