PRESS RELEASE

Paris, 31 August 2026, 6:00 a.m.

bonyf enters a new era of “Renaissance” driven by its own brands and the international launch of PerioCream

Knokke-Heist (Belgium), 31 August 2026, 6:00 a.m.; **bonyf NV (Ticker: MLBON), a leader in dental consumer goods, professional dental consumables and dermatological solutions, describes the strategic transformation undertaken by the Group as the “Renaissance of bonyf”: a return to the entrepreneurial and brand-focused approach that drove the Company’s strongest years between 1980 and 2000.**

During this period, considered the golden years of bonyf AG, the Company concentrated primarily on developing, manufacturing and marketing its own products. Private-label manufacturing for third-party companies represented only a limited part of its activities.

Over time, a combination of market developments and strategic decisions led bonyf to shift much of its commercial focus away from its own brands towards private-label manufacturing and product development for external partners. Although this created new opportunities, it also resulted in a more complex business model and reduced the emphasis placed on the international development of bonyf’s proprietary brands.

As already communicated in previous press releases, bonyf has initiated a strategic return to its roots. The Group is progressively refocusing its resources on the marketing and international distribution of its own products, with the objective of building a more focused, recognisable and value-driven product portfolio.

PerioCream at the centre of the international strategy

Alongside the renewed development of its established brands, bonyf is making a major effort to build the worldwide distribution of PerioCream , its innovative high-end product for professional periodontal care.

The first commercial launches of PerioCream are planned for September 2026 in Italy, Poland, Spain, Croatia and Slovenia. Discussions with potential distributors in several additional markets are progressing, creating an expanding international pipeline.

The United States represents one of the most important future markets for PerioCream. Subject to obtaining the required clearance from the U.S. Food and Drug Administration (FDA), bonyf aims to initiate its entry into the American market, potentially before the end of 2026. The timing of any U.S. launch will remain dependent on the progress and outcome of the applicable regulatory procedure.

Jean-Pierre Bogaert, CEO of bonyf, commented:

"We are returning to the principles that made bonyf successful during its golden years: innovation, strong proprietary products and direct investment in the development of our own brands. PerioCream represents an important part of this renewed strategy. With the first European launches beginning in September and a growing number of international opportunities in the pipeline, I am highly confident that we can achieve a true Renaissance of bonyf in the years ahead."

Through this strategic transformation, bonyf intends to simplify its commercial model, reinforce the visibility of its proprietary brands and create a stronger foundation for sustainable international growth.

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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