



MEET THE FUTURE  
BEING YOUNG



## COMPANY HISTORY

Vorwarts Pharma is a European pharmaceutical company, founded in 2006, headquartered in Ukraine. Vorwarts Pharma has branches and conducts pharmaceutical business in such countries as Poland and Baltic States, cooperates with partners in the CIS and Eastern Europe.

From 2006 to 2013 one of the priority areas of the company's activity was the conclusion of long-term contracts with reputable European and the CIS manufacturers for the promotion of foreign brands in Ukraine.

Since 2013, the company's activities have gradually focused on the creation and development of its own brands, produced by CDMO Europe, Ukraine and other countries.

In 2018, the company was rebranded and finally defined the main principles of its operations and development. A professional and motivated team is the company's most valuable asset. The Vorwarts Pharma's management strives to create a focused and result-oriented team that ensures the sustainable success of the company's brands. The company employs 100 people.

After more than 10 years of active operations in the pharmaceutical market, Vorwarts Pharma has grown into a financially stable company with its own marketing and sales team, a strategic R&D department, a multi-focused product portfolio and a constantly growing turnover.

The motto of Vorwarts Pharma is Create and move forward.

Among Vorwarts Pharma's manufacturing partners are certified European pharmaceutical plants with a solid reputation for reliability and product quality. The company's core business development philosophy is to create and promote its own brands in hospital, gastroenterological, pediatric, gynecological and general therapy. During this period, the company also expanded its structure by acquiring the National Homeopathic Union with a portfolio of more than 20 homeopathic medicinal products.

2006

2006  
2013

2013

2018

2019

## COMPANY HISTORY

The company's own portfolio of trademarks includes about 40 product names. A promising direction for the company is the production of drinkable dietary supplements in the form of sticks, which ensures high bioavailability and speed of the pharmacological effect, ease of use and safety during long-term use. In 2020, the company took a big step in development, expanding its business capabilities through its own production facilities, establishing the first production of laboratory consumables in Ukraine.

The strategic development plan for 2021 is to continue the construction of production lines for the manufacturing of medical devices. In 2021, the company increased its staff by 25% due to the launch of a line of neurological products on the market and diversification of activities into related areas.

At the cost of enormous efforts, the company restores its operations after a full-scale invasion by the aggressor country. During this period, the company suffered losses equal to its annual turnover, lost a third of its staff due to military emigration, experienced an almost complete stop in sales and a pause in marketing activities. Thanks to the determination, persistence and professionalism of the team, Vorwarts Pharma resumed all areas of activity and continues to develop according to its goals. It was in 2022 that Vorwarts Pharma registered its brands on Amazon in the markets of America, Canada and Europe. The company's products were also registered in Poland and the Baltic States, which marked the beginning of full-fledged market activity in these territories.

The company continues territorial and economic expansion in 2023. During this period, the company employs about 200 people. The company develops representative offices in Poland and the Baltic States. In Ukraine, Vorwarts Pharma creates a Beauty division, which offers the market injectable cosmetics of Korean and European production. The most famous brand of Vorwarts Pharma - Betargin confidently occupies a leading position in the ratings of the most popular dietary supplement, having received the status of a well-known trademark.

2020

2021

2022

2023

Thanks to our growing presence on the Amazon platform, Betargin is now available and sold in over 15 countries worldwide.

The De-Taura product has been successfully launched on the Ukrainian market.  
An in-house Digital Department has been established.

2024

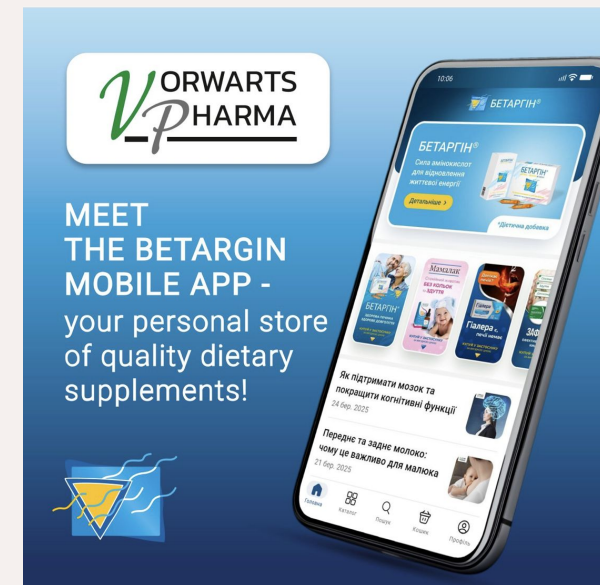
A dedicated department has been set up to focus on the FMCG segment.

The **Betargin mobile app** has been launched to enhance customer service.

We've entered the Uzbek market through a new partnership in Central Asia with EURO LIFECARE LTD.

2025

## COMPANY HISTORY



## CURRENT DIVISIONS OF THE COMPANY

### 2019 - NHU



The oldest Homeopathic  
Union in Ukraine  
25 years of history  
Own production  
23 brands of homeopathy  
[nhu.com](http://nhu.com)

### 2023 - Vorwarts Beauty



Expert in premium solutions  
for aesthetic medicine and  
cosmetology  
[vorwartsbeauty.com](http://vorwartsbeauty.com)

### 2006 Vorwarts Pharma

The second leading  
company  
in Ukraine marketing  
dietary supplements  
[Vorwartspharma.com](http://Vorwartspharma.com)

### 2020 - Vorwarts Diagnostics

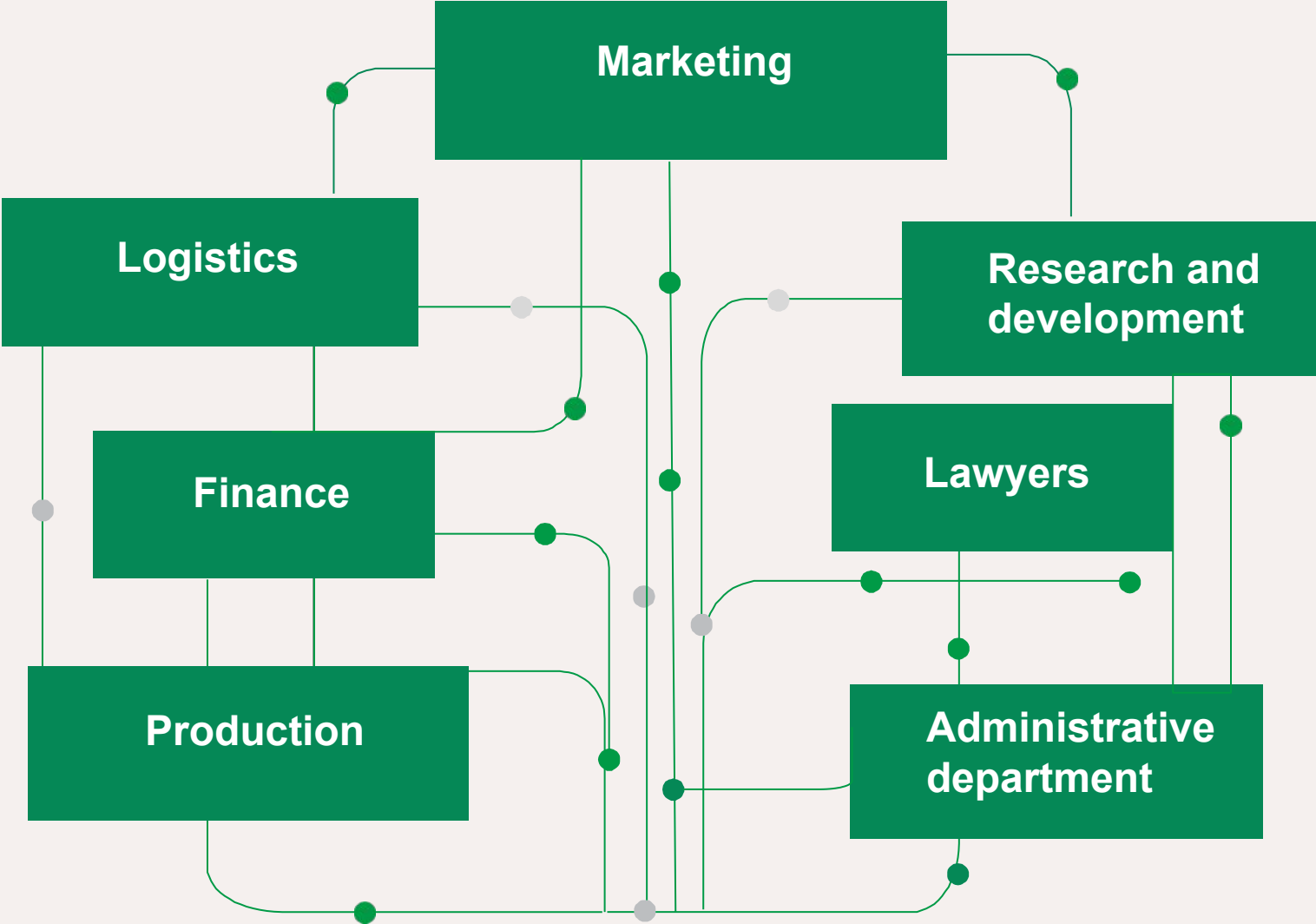


The first in Ukraine production  
of laboratory consumables  
with EU certification  
[vorwardsdiagnostic.com](http://vorwardsdiagnostic.com)

### 2025 - Vorwarts FMCG

Start of work  
in a new market  
segment

**DEPARTMENTS**





## SERVICES

### Marketing

From Idea to  
Recognizable Brand

### FMCG

Service Solutions for the  
Consumer

### Distribution

Stability and Control  
at Every Stage

International  
business relation

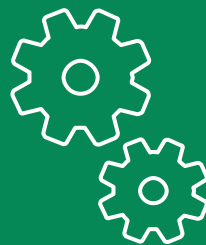
### Production

Quality Verified by  
Standards



## CURRENT PRIORITY TASKS

Development  
of new departments



International brand  
development



Production of dietary  
supplements and  
laboratory  
consumables




Strengthening the  
company's position  
on the Ukrainian  
pharmaceutical market






## CURRENT PARTNERS


**Pharmatis**  
France




**Pharmaflor**  
Italia




**Pharmalineia**  
Slovenia



**MedPro**  
**Nutraceuticals**  
Latvia



**Vocate**  
Greece



**Pierre Fabre**  
**Medicament**  
France



**Herba**  
**Laboratorij**  
Croatia




**DongKook**  
South Korea




**Chemo**  
Spain




**Labialfarma**  
Portugal



**Fulton Medicinali**  
Italia



**Ferraz Group**  
Portugal



**Pharmaceutical**  
**Factory «VIOLA»**  
Ukraine



**Biolik**  
Ukraine




**Pharmatrade**  
Ukraine



**Infusiya**  
Ukraine



**Polipharma**  
Turkey



## MANAGEMENT TEAM



**SERGEI BOYKO**  
CEO



**HANNA HONCHAROVA**  
COO



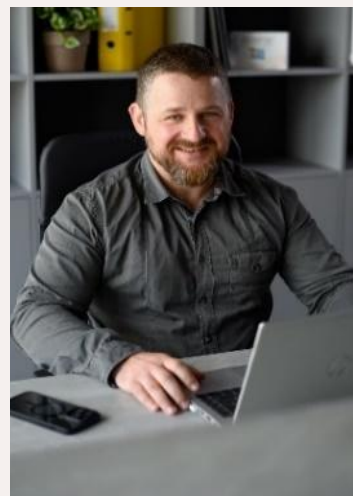
**ZHANNA BUDYLOVA**  
CFO



**ELENA PAVLUCHENKO**  
Head of Sales Department



**NATALIYA BOYCHUK**  
Head of Finance Department



**EVGENIY OLSHANSKY**  
Head of Legal Department



**LUDMILA GABELOK**  
Head of KAM Department



**RUSLAN BULKO**  
Head of RD Department

## MANAGEMENT TEAM



**INNA SELEZEN**  
Head of Digital  
Marketing Department



**KATERYNA MUKHINA**  
Product manager



**NATALIYA BANKINA**  
Product manager



**ALLA NIMCHENKO**  
Product manager



**MARINA MALNER**  
Product manager



**NATALIYA HARMATIUK**  
Product manager



**MARIA BOYKO**  
Project manager



**ANDRIY NOSAL**  
Head of FMCG Department



# VORWARTS PHARMA PORTFOLIO



## GASTROINTESTINAL GROUP PRODUCTS



BETARGIN®



HYALERA®



ZAFACOL IQ®



ARTIZHEL®



LACIDOENTER®



DE-TAURA®

## NEURO/ANTIOXI DANT GROUP PRODUCTS



COGNITIUM®



AXOTROPH®



KEEPRADA®



## PEDIATRIC GROUP PRODUCTS



MAMALAC®



VORMATIC®



DZILLA®



FLOMMA®

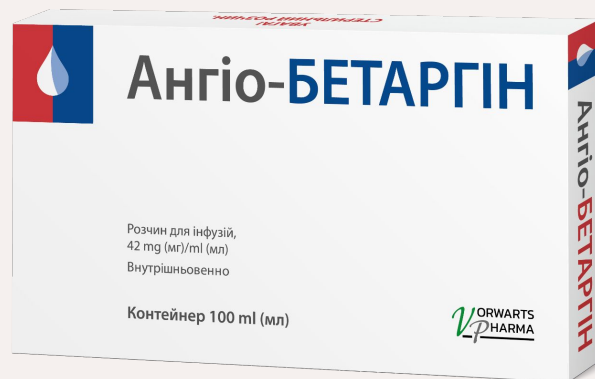


LOREKT®



BEWELL®

VASCULAR  
GROUP  
PRODUCTS



ANGIO BETARGIN™



FLEGO®



FLEGO GEL®

## MARKETING ACTIVITIES



Sales team training and development  
of customer base  
Partnerships with doctors and pharmacists

Marketing mix, media,  
Digital advertising companies



Scientific research and publications



Retail partnerships with  
Pharmaceutical chains



## CURRENT COMPANY RESULTS



## CURRENT MEASURABLE RESULTS

**GR Ind +75%**

Annual turnover 2023



**83+** Different products



**2** Second largest company on  
Ukrainian market promoting  
Dietary supplements

**200+** Employees

# PHARMACEUTICAL MARKET OF UKRAINE: Retail SO sales in UAH

## Market overview 2023

Market sales 147.3bn	▲+28.7% ΔPY ▲+1.7% ΔPP
Self sales 910.5M	▲+69.3% ΔPY ▲+4.6% ΔPP
Self MS 0.6%	▲+0.1 ΔPY ▲+0.0 ΔPP
Self EI 132	▲+41 ΔPY
Self rank 48	55 PY

## Market overview 2024

Market sales 175.2bn	▲+18.9% ΔPY ▲+1.7% ΔPP
Self sales 1.3bn	▲+42.4% ΔPY ▲+3.5% ΔPP
Self MS 0.7%	▲+0.1 ΔPY ▲+0.0 ΔPP
Self EI 120	▼-12 ΔPY
Self rank 43	48 PY

## Market overview H1/2025

Market sales 100.7bn	▲+21.2% ΔPY ▼-2.0% ΔPP
Self sales 753.5M	▲+31.3% ΔPY ▼-3.6% ΔPP
Self MS 0.7%	▲+0.1 ΔPY ▼-0.0 ΔPP
Self EI 108	▼-12 ΔPY
Self rank 42	47 PY



# PHARMACEUTICAL MARKET OF UKRAINE: Retail SO sales in pcs

## Market overview 2023

Market sales	▲+3.4% ΔPY ▲+0.6% ΔPP
952.7M	
Self sales	▲+46.1% ΔPY ▲+3.5% ΔPP
2.2M	
Self MS	▲+0.1 ΔPY ▲+0.0 ΔPP
0.2%	
Self EI	▲+47 ΔPY
141	
Self rank	75 PY
65	

## Market overview 2024

Market sales	▲+0.6% ΔPY ▼-0.3% ΔPP
958.7M	
Self sales	▲+21.3% ΔPY ▲+1.9% ΔPP
2.7M	
Self MS	▲+0.0 ΔPY ▲+0.0 ΔPP
0.3%	
Self EI	▼-21 ΔPY
121	
Self rank	65 PY
60	

## Market overview H1/2025

Market sales	▲+0.0% ΔPY ▼-2.8% ΔPP
475.1M	
Self sales	▲+14.6% ΔPY ▼-3.9% ΔPP
1.4M	
Self MS	▲+0.0 ΔPY ▼-0.0 ΔPP
0.3%	
Self EI	▼-6 ΔPY
115	
Self rank	62 PY
60	

# RANKING OF DIETARY SUPPLEMENT COMPANIES

## RETAIL SO MARKET SALES IN UAN, BY MARKET ORG, CATEGORY: FOOD SUPPLEMENT

### Retail SO продажі ринку в UAH, по Market Org, Year, 2023

Category: Харчові добавки, Топ 1..10, стор. 1 із 99

	Rank	AC ↓	ΔPY	ΔPY%	MS	EI
Дельта Медікел ТОВ (Україна, Вишневе)	1	1,2bn	+388,3M	+45,1%	7,3%	89
Представництво Баум Фарм ГмбХ ТОВ (...)	2	995,5M	+527,4M	+112,7%	5,8%	130
Ворвартс Фарма ТОВ (Україна, Київ)	3	844,0M	+347,8M	+70,1%	4,9%	104
Фармак АТ (Україна, Київ)	4	577,3M	+127,2M	+28,2%	3,4%	78
Нутрімед ТОВ (Україна, Київ)	5	554,6M	+210,6M	+61,2%	3,2%	99
Універсальне агентство Про-фарма ТО...	6	545,2M	+90,0M	+19,8%	3,2%	73
Ананта Медікеар Лімітед (Індія)	7	457,9M	+159,2M	+53,3%	2,7%	94
Юрія-Фарм ТОВ (Україна, Київ)	8		+166,4M	+71,6%	2,3%	105
Фармаком ТОВ ПТФ (Україна, Харків)	9		+205,6M	+109,3%	2,3%	128
Квайссер Фарма (Німеччина)	10		+110,1M	+43,8%	2,1%	88
<b>Total</b>	<b>1</b>	<b>17,1bn</b>	<b>+6,6bn</b>	<b>+63,5%</b>	<b>100,0%</b>	<b>100</b>

### Retail SO продажі ринку в UAH, по Market Org, Year, 2024

Category: Харчові добавки, Топ 1..10, стор. 1 із 99

	Rank	AC ↓	ΔPY	ΔPY%	MS	EI
Дельта Медікел ТОВ (Україна, Вишневе)	1	1,3bn	+100,3M	+8,0%	6,2%	85
Представництво Баум Фарм ГмбХ ТОВ (...)	2	1,3bn	+264,6M	+26,6%	5,8%	99
Ворвартс Фарма ТОВ (Україна, Київ)	3	1,2bn	+368,3M	+43,6%	5,6%	112
Фармак АТ (Україна, Київ)	4	694,2M	+116,9M	+20,2%	3,2%	94
Універсальне агентство Про-фарма ТО...	5	681,3M	+136,1M	+25,0%	3,1%	98
Нутрімед ТОВ (Україна, Київ)	6	679,9M	+125,3M	+22,6%	3,1%	96
Фармаком ТОВ ПТФ (Україна, Харків)	7	548,3M	+154,6M	+39,3%	2,5%	109
Ананта Медікеар Лімітед (Індія)	8	536,0M	+78,2M	+17,1%	2,5%	92
Юрія-Фарм ТОВ (Україна, Київ)	9		+31,2M	+7,8%	2,0%	84
Органосін Лайф Сайєнс (Індія)	10		+89,2M	+27,1%	1,9%	100
<b>Total</b>	<b>1</b>	<b>21,8bn</b>	<b>+4,7bn</b>	<b>+27,7%</b>	<b>100,0%</b>	<b>100</b>

# PHARMACEUTICAL MARKET OF DIETARY SUPPLEMENTS: DYNAMICS TOP 10

## RETAIL SO MARKET SALES IN UAN, BY BRAND, CATEGORY: FOOD SUPPLEMENT

### Retail SO продажі ринку в UAH, по Brand, Year, 2023

Category: Харчові добавки, Топ 1..10, стор. 1 із 444

	Rank ↑	AC	ΔPY	ΔPY%	ΔPP	ΔPP%
БЕТАРГІН	1	532,5M	+220,0M	+70,4%	220,0M	+70,4%
РЕО	2	390,9M	+159,6M	+69,0%	159,6M	+69,0%
ДОППЕЛЬГЕРЦ	3	361,4M	+110,1M	+43,8%	110,1M	+43,8%
ЗЕСТ	4	313,2M	+92,6M	+42,0%	92,6M	+42,0%
ДЕКРІСТОЛ	5	313,0M	+101,3M	+47,9%	101,3M	+47,9%
ОЛІДЕТРИМ	6	298,2M	+72,2M	+31,9%	72,2M	+31,9%
АТОКСІЛ	7	283,1M	+103,7M	+57,8%	103,7M	+57,8%
САНЛАЙФ	8	233,9M	+160,3M	+218,0%	160,3M	+218,0%
ЛАКТІАЛЄ	9	193,1M	+49,4M	+34,3%	49,4M	+34,3%
БРОНХАЛИК	10	180,5M	+53,3M	+41,9%	53,3M	+41,9%
<b>Total</b>	<b>1</b>	<b>17,1bn</b>	<b>+6,6bn</b>	<b>+63,5%</b>	<b>6,6bn</b>	<b>+63,5%</b>

### Retail SO продажі ринку в UAH, по Brand, Year, 2024

Category: Харчові добавки, Топ 1..10, стор. 1 із 444

	Rank ↑	AC	ΔPY	ΔPY%	ΔPP	ΔPP%
БЕТАРГІН	1	789,8M	+257,3M	+48,3%	257,3M	+48,3%
РЕО	2	398,8M	+7,9M	+2,0%	7,9M	+2,0%
ОЛІДЕТРИМ	3	350,2M	+52,0M	+17,4%	52,0M	+17,4%
ДЕКРІСТОЛ	4	346,4M	+33,5M	+10,7%	33,5M	+10,7%
ДОППЕЛЬГЕРЦ	5	346,3M	-15,1M	-4,2%	-15,1M	-4,2%
АТОКСІЛ	6	335,7M	+52,6M	+18,6%	52,6M	+18,6%
ЗЕСТ	7	276,8M	-36,5M	-11,6%	-36,5M	-11,6%
САНЛАЙФ	8	247,2M	+13,3M	+5,7%	13,3M	+5,7%
ЛАКТІАЛЄ	9		+26,8M	+13,9%	26,8M	+13,9%
БРОНХАЛИК	10		+14,8M	+8,2%	14,8M	+8,2%
<b>Total</b>	<b>1</b>	<b>21,8bn</b>	<b>+4,7bn</b>	<b>+27,7%</b>	<b>4,7bn</b>	<b>+27,7%</b>

## AWARDS



In May 2016 in Paris, Betargin was nominated in the Gold category of leadership in Quality and Consumer Value



**2016**



In 2019, at the XV Annual Analytical Forum of Ukraine Vorwarts Pharma took 3rd place in the top 20 marketing organization for the sale of dietary supplements



**2019**



In September 2019 in Kharkov at the XX anniversary congress of Pharmacists of Ukraine the Vorwarts Pharma company received an honorary award in the nomination «Partnership-strategy of success»



**2019**



In 2020 in Ukraine, Vorwarts Pharma took 2nd place in the top 20 marketing organizations for the sale of dietary supplements



**2020**





[fb.com/VorwartsPharma](https://fb.com/VorwartsPharma)



[@vorwarts\\_pharma](https://@vorwarts_pharma)



[t.me/vorwartspharma](https://t.me/vorwartspharma)



[Vorwarts Pharma](https://VorwartsPharma)



[Vorwartspharma.com](https://Vorwartspharma.com)

