

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

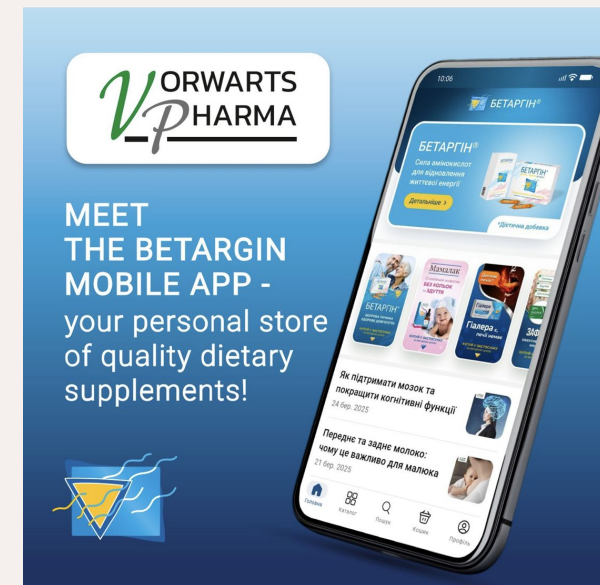
A dedicated department has been set up to focus on the FMCG segment.

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

2023 - Vorwarts Beauty



Expert in premium solutions
for aesthetic medicine and
cosmetology

vorwartsbeauty.com

2006 Vorwarts Pharma

The second leading
company
in Ukraine marketing
dietary supplements

Vorwartspharma.com

2020 - Vorwarts Diagnostics



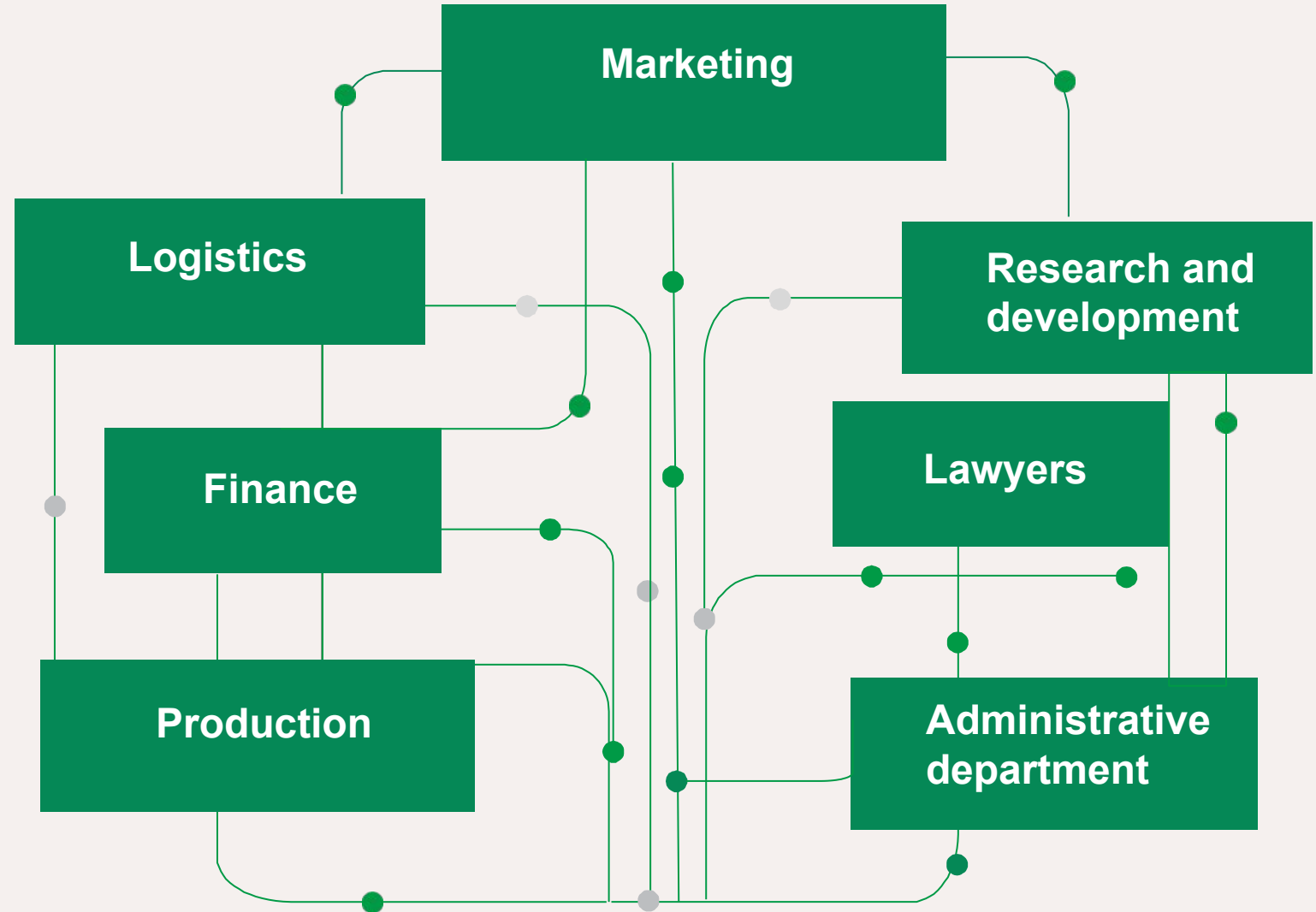
The first in Ukraine production
of laboratory consumables
with EU certification

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

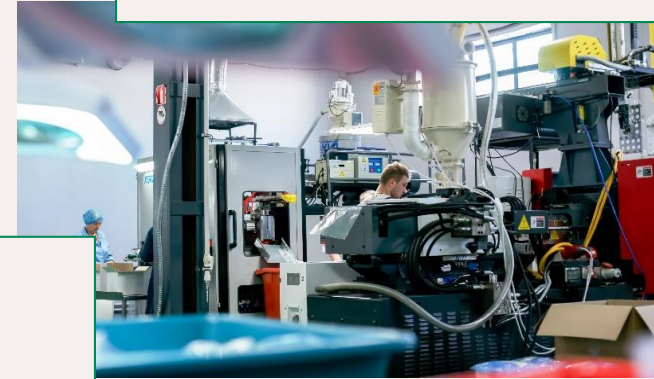
Distribution

Stability and Control
at Every Stage

International
business relation

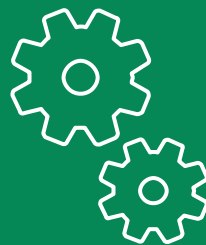
Production

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



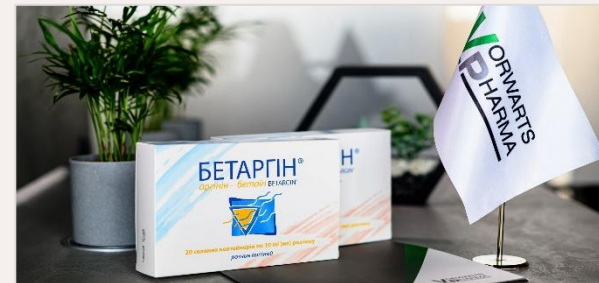
CURRENT MEASURABLE RESULTS

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
Total	1	17,1bn	+6,6bn	+63,5%	100,0%	100

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
Total	1	21,8bn	+4,7bn	+27,7%	100,0%	100

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%
Total	1	17,1bn	+6,6bn	+63,5%	6,6bn	+63,5%

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%
Total	1	21,8bn	+4,7bn	+27,7%	4,7bn	+27,7%

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



@vorwarts_pharma



t.me/vorwartspharma



[Vorwarts Pharma](https://VorwartsPharma)



Vorwartspharma.com

