

PRESS-RELEASE – FOR IMMEDIATE RELEASE

Ewopharma and Protina – Strengthening the Presence of Diasporal® and Basica® in Bulgaria with a new partnership

Schaffhausen, Switzerland, 7 July 2026 – Ewopharma AG and Protina Pharmazeutische GmbH announce their new distribution partnership for Bulgaria. Ewopharma takes over market access and the targeted promotion of Protina’s brands Diasporal® and Basica® – two consumer health brands already established in Bulgaria. Building on its local distribution strength, its pharmacy and specialist physician network, and its longstanding market expertise, Ewopharma will further expand the presence of both brands in the Bulgarian market.

Protina has stood for the highest quality in organic mineral compound products for over 100 years – with scientifically founded, Made in Germany formulations. Diasporal® is one of the best-known magnesium brands worldwide; Basica® has established itself internationally as a leading acid-base supplement. Ewopharma brings its proven distribution expertise, established network, and deep understanding of the Bulgarian market – with the goal of making Diasporal® and Basica® accessible to even more consumers.

Anita Mattle, Director Consumer Health, Ewopharma AG, comments: “With Protina, we gain a partner who shares our values: quality, tradition, and responsibility towards consumers. Diasporal® and Basica® are strong brands that already enjoy trust in Bulgaria. We know this market – and we know how to bring these products to people even more effectively.”

René Flaschker, CEO, Protina Pharmazeutische GmbH, adds: “Bulgaria is an important growth market for Protina. In Ewopharma, we have found a partner with a strong local network and a deep understanding of our commitment to high-quality products that are grounded in science and trusted by consumers for generations. Together, we will take Diasporal® and Basica® to a new level in Bulgaria.”

The partnership underscores the strong signal of the growth potential of the Bulgarian consumer health market and reflects the shared ambition of both companies: to give consumers in Bulgaria access to high-quality, trusted mineral supplement products – and to develop this market together.

For further information, please contact:

Simone Thomas
Senior Product Manager
Ewopharma AG
E-Mail: s.thomas@ewopharma.com

Page 2 from 2

About Ewopharma AG

Ewopharma AG, headquartered in Schaffhausen (Switzerland), is a pharmaceutical marketing company focused on Central Eastern Europe and Switzerland. With more than 60 years presence in the region, Ewopharma has extensive knowledge of these markets and enjoys a privileged position in the area. The company covers all aspects of market access and commercialization of ethical pharmaceutical and consumer health products. Further information is available at www.ewopharma.com.

About Protina Pharmazeutische GmbH

Protina Pharmazeutische GmbH is an independent, family-owned company now in its third generation, headquartered in Ismaning near Munich, Germany. For over 100 years, Protina has been a recognised expert in high-quality organic mineral compound products – with tradition, quality and science as its founding principles. Research, development and production all take place at the German site, with Protina products distributed worldwide under the Made in Germany standard. Its best-known brands include Magnesium Diasporal® and Basica®. Further information at www.protina.com.