

Corporate News

Sales Partnership Personalized Products launched

Munich, November 24, 2025

Novongenica GmbH and Hartlauer Handelsgesellschaft m.b.H. have launched a sales partnership for genetic analyses and personalized products. Initially, consultations and sales will be conducted through eight pilot stores until the end of the year.

Hartlauer is a leading Austrian retailer of optical and hearing aid products and also offers multimedia products in its 160 stores, serving as a convenient local supplier. The family-owned company places particular emphasis on excellent expert advice and employs over 2,000 people. To expand its health-related product range, Hartlauer plans to offer genetic testing and the resulting personalized nutritional supplements and cosmetic products from Novongenica GmbH.

"We are delighted to have found a strong sales partner in Hartlauer for our home market of Austria" commented CEO Dr. Daniel Wallerstorfer. *"The combination of expert advice and high customer trust makes Hartlauer an ideal partner for us"* the company founder continued.

Novongenica GmbH is a wholly owned subsidiary of Darwin AG.

About Darwin AG

The 'Darwin Group' (i.e., Darwin AG including its subsidiaries and sub-subsidiaries), headquartered in Munich (Germany), is a European biotechnology company specializing in human genetics. The genetic analyses carried out in its own laboratory are used in the diagnosis, therapy, and prevention of diseases as well as in the production of individually designed nutritional supplements and cosmetics. Darwin also acts as a partner for doctors, therapists, pharmacists, nutritionists, or fitness trainers, and helps to ensure the most optimal treatment or care for the patient or client by analyzing their respective genetic predisposition. In addition, Darwin invests in innovative companies in the fields of biotech, healthcare, and life sciences.

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