



## PRESS RELEASE

*This information was submitted for disclosure on 21 March 2014 at 08:45 (CET).*

# Probi secures strategic US order

**Probi has secured a major order valued at MSEK 3.6 from the US self-care product company Pharmavite. The order pertains to the dietary supplement Probi Digestis<sup>®</sup>, which promotes gastrointestinal health. The order is based on strong demand for Probi's digestive health capsules in US pharmacies and retail stores. The order consisting of a number of part shipments will be delivered during the second and third quarter of 2014.**

This is one of the largest orders ever received by Probi in the Consumer Healthcare business area.

"Our partnership with Pharmavite has been expanded over the past year. We highly value Pharmavite's confidence in our products. Our assessment is that we have a continued strong development in the North American market ahead of us," says Peter Nählstedt, CEO of Probi.

Pharmavite launched Probi's digestive health capsules in the US market in 2012 and they have accounted for a significant portion of Probi's growth in the US. The digestive health capsules, marketed under the Nature Made<sup>®</sup> brand, are Probi's dietary supplement Probi Digestis<sup>®</sup> and are based on the company's well-documented probiotic strain *Lactobacillus plantarum* 299v (DSM 9843).

Pharmavite operates in the self-care market niche and has been active in the US market for more than 40 years. The company markets and sells vitamins, minerals, dietary supplements and health food products under well-known brands such as Nature Made<sup>®</sup> and SOYJOY<sup>®</sup>. Pharmavite is based in Northridge, California, and is a subsidiary of the global pharmaceutical company Otsuka Pharmaceutical.

In addition to Pharmavite, Probi has well-established partnerships with the probiotics specialist Viva 5 Corporation and the healthcare product company Wakunaga, as well as NextFoods in the Functional Food segment.

## FOR MORE INFORMATION, CONTACT:

Peter Nählstedt, CEO, Probi, tel: +46 46 286 89 23 or mobile +46 723 86 99 83, e-mail: [peter.nahlstedt@probi.se](mailto:peter.nahlstedt@probi.se)  
Niklas Bjärum, VP Marketing & Sales, tel +46 46 286 89 67 or mobile +46 705 38 88 64,  
e-mail: [niklas.bjarum@probi.se](mailto:niklas.bjarum@probi.se)

## ABOUT PROBI

*Probi AB is a Swedish publicly traded biotechnology company that develops effective and well-documented probiotics. Through its research, Probi has created a strong product portfolio in the gastrointestinal health and immune system areas. The products are available to consumers in more than 30 countries worldwide. The customers are leading food, health-product and pharmaceutical companies in the Functional Food and Consumer Healthcare segments. Probi had sales of MSEK 102 in 2013. The Probi share is listed on NASDAQ OMX Stockholm, Small-cap. Probi has approximately 4,000 shareholders. Read more on [www.probi.se](http://www.probi.se).*