



## PRESS RELEASE

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# Probi and Pharmavite expand collaboration in the US and international markets

**Probi and Pharmavite have signed a new long-term agreement for distribution and marketing of Probi's probiotic products. Under the new agreement Pharmavite will broaden the distribution and expand the Nature Made® range with additional probiotic products from Probi. Pharmavite will also expand its probiotic business internationally, among other markets, in the Middle East.**

Pharmavite launched Probi Digestis® capsules based on Probi's flagship strain LP299V® in the US market under the Nature Made® brand in 2012 and have accounted for a significant portion of Probi's growth in the US. Pharmavite and Probi have signed a new long-term agreement under which Pharmavite will broaden the distribution of Probi Digestis® capsules through additional sales channels on the fast growing US market.

Probiotic products are an important part of Pharmavite's strategic focus for the coming year and Pharmavite will together with Probi expand its probiotic range with additional products and offerings.

"We are very excited to expand our partnership with Pharmavite. Pharmavite is a reputable and skilled partner whose quality focus is an excellent match with Probi's clinically proven products", says Peter Nählstedt, CEO of Probi.

The companies have also signed an international agreement under which Pharmavite will launch Probi Digestis® internationally on markets where Pharmavite is currently selling the Nature Made® brand. The first international market to launch is the United Arab Emirates and registration processes have been initiated in multiple countries in the Middle East.

"Probiotics is an area of focus for Pharmavite and we plan to invest in this category going forward. Probi plays a major role in this effort as we share the same commitment to research and development and the marketing of efficacious products", says Etienne Patout, Chief Marketing Officer of Pharmavite.

Pharmavite operates in the self-care market and has been active in the US market for more than 40 years. The company markets and sells vitamins, minerals, dietary supplements (VMS) and health food products under the number 1 US VMS brandline Nature Made®. Pharmavite is based in Northridge, California, and is a subsidiary of the global pharmaceutical company Otsuka Pharmaceutical Ltd.

The digestive health capsules, marketed under the Nature Made® brand, are Probi's dietary supplement Probi Digestis® which are based on the company's well-documented probiotic strain *Lactobacillus plantarum* 299v (DSM 9843).

*The information is such that Probi AB is required to disclose in accordance with the Swedish Securities Market Act and/or the Financial Instruments Trading Act.*



## FOR MORE INFORMATION, CONTACT

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## ABOUT PROBI

*Probi AB is a Swedish publicly traded bioengineering company that develops effective and well-documented probiotics. Through its world-leading research, Probi has created a strong product portfolio in the gastrointestinal health and immune system niches. Probi's products are available to consumers in more than 30 countries worldwide. Probi's 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).*