

PRESS RELEASE

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Zinzino begins selling in Switzerland "Rich in capital and an important market"

Zinzino AB (publ.) one of the world's leading direct sales companies in health, has taken on yet another important European market – Switzerland. The establishing process began during the first quarter and is now ready for selling Zinzino's health products starting May, 15th 2017.

– The establishment has happened per the same model implemented in Europe over the last year. This process has been both effective in terms of cost and time. The only difference has been local adjustments because Switzerland does not belong to the EU, says Dag Bergheim Pettersen, CEO at Zinzino AB.

Geographic expansion during the last year has been an important goal for Zinzino. Last year the company opened a sister company in Germany and then opened for sales to the rest of the EU countries. Establishing in Switzerland means that the successful European expansion continues and that Zinzino takes another step closer to their goal of one billion in sales in 2020.

– We assess the Swiss market as rich in capital and thus a leading sales market for Zinzino in the future. Our scalable business model is very interesting and inspiring for our partners and our direct selling model is very appreciated in many European countries. We are, therefore, very happy and proud to welcome Switzerland in Zinzino's family, says Dag Bergheim Pettersen.

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Zinzino AB (publ) is obliged to publish this information in compliance with current EU regulations governing market abuse. The information was provided by the above contact person for publication at 4.00 pm on 16th of May, 2017.

Zinzino AB (publ.) is a direct sales company which operates throughout Europe and North America. Zinzino markets and sells products in two product lines, Zinzino Health, with a focus on long-term health, and Zinzino Coffee, consisting of espresso machines, coffee and tea.

Zinzino owns Norwegian research unit BioActive Foods AS and the production unit Faun Pharma AS. Zinzino has more than 120 employees. The company has its headquarters in Gothenburg, and offices in Helsinki, Riga and Oslo, and in Florida, United States. Zinzino is a publicly held limited company and its shares are listed on Nasdaq First North.

Zinzino was designated in 2016 both as one of Veckans Affärer's "Super Companies" and as Dagens Industri's Gazelle Company.