



PRESS RELEASE

This information was submitted for disclosure on 5 MAY 2017 at 11.30 (cet).

Probi is launching New Probi Select™ - patented and documented probiotics to support health

The Probi Select™ range consists of carefully selected probiotics, patented and clinically documented by Probi. Based on high quality clinical studies, Probi Select™ offers great opportunities for new consumer products. The strains will be available through partners world-wide and the first scientific resume is presented at Vitafoods in May 2017.

Through the acquisition of Nutraceutix in October 2016, new possibilities emerge for Probi; an increased global footprint, broadened product portfolio and full scale manufacturing. Probi's extended range of clinically documented probiotic strains offer opportunities for new product launches and new market positions for customers, both in functional food and consumer healthcare. A first step on this journey is the launch of Probi Select.

"It is extremely exciting to launch the new probiotic line - Probi Select™. Through the integration of Nutraceutix, Probi has established a complete probiotic offering with the Probi Premium, Probi Select and Probi LiveBac ranges. Probi is now a true "One stop shop" for any consumer goods company wanting to drive their position in the probiotic market", says Niklas Bjärum, President Probi USA and Global Sales & Marketing Probi Group.

About Probi Select™

A new range of carefully selected probiotic strains, patented and clinically documented by Probi for general health indications. Designed to bring health benefits to broad target groups in areas such as gastro and immune support. The Probi Select strains are proven to survive the passage through the gastrointestinal tract, and can thereby exert their health promoting effects on the gut microbiota. The microbiota is important for digestion and absorption of nutrients, maintaining a balanced immune system, protection against pathogens and for supporting general well-being.

Probi® Rhamnosus 6594 (*Lactobacillus rhamnosus* 6594)

Selected to support gastro and immune health for infants and children. By colonizing the microbiota Probi Rhamnosus 6594 helps to create a stronger immune system – of paramount importance during infancy and childhood. Probi Rhamnosus 6594 is safe, well tolerated, promotes a healthy gut microbiota and supports the immune system.

Probi® Paracasei 13434 (*Lactobacillus paracasei* 13434)

Selected to support the immune system for a healthy life. Probi Paracasei 13434 targets the general population, from the growing adolescence and all the way through adulthood. Intake of Probi Paracasei 13434 activates the immune system, enhances the response against infections and inflammation, and promotes a well-regulated immune response. Probi Paracasei 13434 has been shown to attach to the mucosal layer of the intestine with a specific binding mechanism and promotes a diverse and well-nourished gut microbiota.



Probi® Plantarum 6595 (*Lactobacillus plantarum* 6595)

Selected to provide gastro and immune support when needed most. Probi Plantarum 6595 targets people in need of extra support; for example after heavy exercise, during ageing, going through antibiotic treatment or suffering from lifestyle diseases. Probi Plantarum 6595 supports the intestinal wall, has antimicrobial effects, has been shown to prevent infections and decrease the use of antibiotics in individuals with a less active immune-system, thus promoting a healthy gut and supporting a faster recovery when needed most.

“I am very proud that we today can present a new range of probiotic strains supported by high quality science. Every strain in the Select range is carefully chosen based on a number of preclinical and clinical studies showing promising effects on health”, says Gun-Britt Fransson Vice President Research & Development at Probi.

FOR FURTHER INFORMATION, CONTACT:

Niklas Bjärum, President Probi USA, Global Sales & Marketing Probi Group,
tel: +1 425-883-9518 x 317, Mobile +1 206 226 1769, e-mail: niklas.bjarum@probi.com
Gun-Britt Fransson, Vice President Research and Development, Probi,
tel: +46 46 286 89 28, e-mail: gun-britt.fransson@probi.com
Madeleine Löfgren, Product Marketing Manager,
tel: +46 46 286 89 61, e-mail: madeleine.lofgren@probi.com

ABOUT PROBI

Probi is a world leader within probiotics. Our vision is to help people live healthier lives by delivering effective and well-documented probiotics, with proven health benefits based on scientific research. Probi offers dedicated probiotic expertise and partnership all the way from R&D to finished products for companies within the consumer healthcare and food industry. Our GMP certified manufacturing facilities produce probiotics in custom made formats with value-adding delivery technologies. Founded by scientists in Sweden 1991, Probi is a multinational company with 4 centers of excellence, active in more than 40 markets around the world and holding over 400 patents worldwide. Read more at www.probi.com.