



PRESS RELEASE

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Travel-friendly Probi Digestis® (Probi Mage®) launched in Sweden

A healthy digestive system is extra important when travelling overseas. Travel Pack makes it easier than ever to bring Probi Digestis® on your trip.

Travel Pack extends the Probi Digestis® consumer offering into a new occasion and targets a group that consumes supplements containing lactic acid bacteria mainly during travelling and holidays.

“Probi Digestis® makes an ideal travel companion. The new Travel Pack will make it easier for consumers to bring Probi Digestis® when they travel. The smaller pack size is also convenient for consumers who want to try Probi Digestis®, but don’t want to initially purchase the larger standard packs,” says Peter Nählstedt, CEO of Probi.



Sweden's most popular probiotic dietary supplement

Probi® is the leading brand in probiotic dietary supplements, accounting for 50.5% of the Swedish market.* Probi's product platform, Probi Digestis®, is based on the unique bacterium strain *Lactobacillus plantarum* 299v (DSM 9843), also known as LP299V®, and the efficacy of this product in gastrointestinal disorders is well-documented, particularly in relation to Irritable Bowel Syndrome (IBS).

Probi partners with leading companies, currently marketing Probi® products in some 35 countries.

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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.

*GfK Medic Scope, 12 months, Dec 2013