



PRESS RELEASE

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Probi to launch Probi Digestis® in Turkey

Probi has signed a distribution agreement with Impexia, a pharmaceutical sales and marketing company well established in the Turkish market. Impexia plans to launch Probi Digestis® during Q3, 2014.

Turkey is a fast moving economy and has a growing probiotic market with several new players successfully launching new probiotic products lately. The market is expanding and new brands are growing as the medical community is increasing its appreciation for probiotics.

“Impexia is committed to gain market share in the years to come” says Peter Nählstedt, CEO of Probi. Mr. Nählstedt adds, “Impexia is a strong Partner of Probi’s with good market access to key geographical areas in Turkey having high potential for Probi Digestis®. Probi Digestis® has a large number of positive clinical studies within gut health such as reduction or elimination of symptoms associated with Irritable Bowel Syndrome”.

Probi Digestis® is based on *Lactobacillus plantarum* 299v, which targets bloating, gas formation and pain, common symptoms that are sometimes mild or temporary but often more severe and causing a low quality of life for people suffering from such symptoms.

“Probi Digestis® will be launched under the Probi brand in Turkey to emphasize the high quality probiotic ingredient, invented and further developed by Probi” says Tayfun Kapcioglu, COO of Impexia, adding: “Probi Digestis® will be sold via Impexia’s field force targeting GPs and Gastroenterologists and the large number of pharmacies available in the Turkish market”.

“Probi is looking forward to entering the Turkish market and we will be supporting this key launch through high involvement in the marketing activities”, says Peter Nählstedt. “We are very much looking forward to a productive cooperation with Impexia in Turkey”

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

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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 3,500 shareholders. Read more on www.probi.se.

ABOUT IMPEXIA

Impexia is a pharmaceutical sales and marketing company with import from Europe (medical diagnostics) and USA (derma-cosmetics). Impexia supply more than 5,000 pharmacies throughout Turkey and has strong media connections providing a unique ability for promotion and branding.