



## PRESS RELEASE

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# Probi signs agreement with leading VMS supplier in Canada

**Probi has signed a distribution and supply agreement with Jamieson, the leading Canadian producer of vitamins, minerals and supplements (VMS), for the launch of *Probi Digestis*<sup>®</sup> starting in March 2015. Jamieson's new range of gastrointestinal products, *Digestive Care*<sup>™</sup>, will feature *Probi Digestis* within the line's leading product, *Daily Relief*. Probi has already received its first order valued at MSEK 2.5.**

Jamieson has produced vitamins and supplements since 1922 by combining strict pharmaceutical standards with natural ingredients. The company is the market leader in Canada, accounting for more than one fourth of the VMS market. Jamieson also occupies a leading position in probiotics as number two in the Canadian market.

"We are very pleased with our agreement with Jamieson and are looking forward to strengthening our presence in the North American probiotics market," says Peter Nähstедt, CEO of Probi.

### **The digestive health market is growing**

Digestive issues are a growing problem in today's society and they become more prominent with age. The North American diet is highly processed and the nutrient level is poor. More than 50 percent of Canadians suffer from digestive disorders every year. Five million Canadians suffer from IBS (Irritable Bowel Syndrome) and an additional 120,000 people develop IBS each year.

As consumers continue to learn more about the health benefits of probiotics, this product category in particular continues to grow. Awareness of probiotics in Canada has increased due to factors such as the marketing efforts of the yoghurt industry. According to Nielsen data, the probiotics market grew by 20 per cent in 2014 and the majority of the growth is related to digestive disorders.

### **The launch of high-quality probiotics**

As a response to this market need, Jamieson will launch *Digestive Care Daily Relief* – a probiotic which has been approved to naturally relieve and manage gas, bloating and abdominal discomfort, symptoms that are commonly associated with IBS. *Digestive Care Daily Relief* contains *Probi Digestis* – Probi's probiotic Gastro concept based on the strain *Lactobacillus plantarum* 299v.

"In *Probi Digestis*, we found a high-quality probiotic product with good clinical documentation that fits very well with our increasing focus on products for digestive balance," says Stacey Salmon, Brand Manager at Jamieson.

"When it comes to helping relieve the symptoms of IBS, more published studies have proven the effectiveness of this particular strain than any other in the market."

"In addition, *Digestive Care Daily Relief* has no gluten, lactose or any artificial colours, flavours or preservatives," Stacey adds.

Jamieson will launch the new product with an extensive national marketing campaign starting in May, including TV advertising, PR, in-store displays, digital advertising and social media marketing. *Probi Digestis* will be prominently displayed on front of the product package. The campaign will support the use of *Digestive Care Daily Relief* for IBS and for optimal digestive health.



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

## FOR FURTHER 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. In 2014, Probi had sales of MSEK 135. The Probi share is listed on NASDAQ OMX Stockholm, Small Cap. Probi has about 3,000 shareholders. Read more at [www.probi.se](http://www.probi.se)*

## ABOUT JAMIESON

*Established in 1922, Jamieson is Canada's largest manufacturer and distributor of advanced natural-health products and a world-leading innovator in the development of proprietary formulas. With corporate offices in Toronto, Jamieson exports products to more than 50 countries. For more information visit [jamiesonvitamins.com](http://jamiesonvitamins.com). Join Jamieson on Facebook, or on Twitter @Jamieson\_Labs.*