



PRESS RELEASE

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Probi's CEO Peter Nählstedt new chairman of IPA Europe

Probi's CEO Peter Nählstedt has been appointed Chairman of International Probiotics Association Europe (IPA Europe) the goal of which is to advocate for a well-defined status of probiotics and to increase awareness of the benefits of probiotics.

The International Probiotics Association (IPA) is a newly formed non-governmental organisation (NGO) that aims to support its members and disseminate knowledge about probiotics in the European food industry. The organisation is a fusion of members of IPA and two other organisations – the Yoghurt and Live Fermented Milks Association (YLFA) and the Global Alliance for Probiotics (GAP) – which have now merged to give a stronger voice for probiotics.

IPA Europe is an important organisation for promoting the industry's view on such issues as legislation and health claims in the marketing of probiotics.

"A unified voice strengthens our communication of the scientific evidence on the positive effects of probiotics, which will benefit the industry and EU consumers. I am looking forward to seeing what we can achieve together," says Peter Nählstedt, CEO of Probi.

IPA Europe was launched in Brussels on 30 September. One of the goals of IPA Europe is to work for a clarification of the status of probiotics in the EU in accordance with international conventions. The subject was discussed in a panel discussion at the launch event where participants from the European Food Safety Authority (EFSA), the EU Commission and the EU parliament took part.

Switzerland has recently approved probiotic health claims from Probi and other companies such as Yakult, Danone and DuPont-Danisco. Switzerland enforces a similar set of rules as those that apply in the EU, whereby health claims are approved following a rigorous scientific review of documentation. However, the two differ insofar as Switzerland offers the opportunity for dialog during the evaluation process.

"We would like to see the relevant EU bodies be inspired by their Swiss counterparts. Greater transparency and dialogue increases understanding between the parties and thus potentially also the possibility of having health claims approved, which also benefits the consumer," says Peter Nählstedt.

IPA Europe has two employees at its head office in Brussels.

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