



PRESS RELEASE

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Probi signs license and supply agreement with Seoul Milk in Korea

Probis has signed its first agreement in probiotic dairy products for the Korean market. Probi and Seoul Milk have agreed to include the probiotic strain LP299V[®] in Seoul Milk's product range with planned launch in the market at the end of 2015.

Seoul Dairy Cooperative consists of 1,750 milk farmers and about 1,000 agencies nationwide and is the largest supplier of milk products in Korea. The company has a daily production of raw milk amounting to 2,000 tons. Besides milk products, Seoul Milk also supplies fruit juices and other types of beverages. The company is a nationwide player covering all sales channels. Seoul Milk has a long history, since its establishment in 1937, of working with consumer health, animal care and other related areas. Among others, Seoul Milk established the country's first cold chain system.

"Probi is looking forward to the first launch of a food product containing Probi probiotics in the important and growing Asian region," says Peter Nählstedt, CEO of Probi.

"Seoul Milk is a leading dairy company with strong capabilities and position in the dynamic Korean market."

Probi already has, through partners, established a position in the Korean market with its dietary supplements products.

"We are increasing our business development activities in functional food and Asia Pacific, with its high consumer acceptance for probiotics, is a very interesting area for expansion" concludes Peter Nählstedt.

Seoul Milk is starting to launch its new dairy product with Probi's probiotics at the end of 2015.

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:

Peter Nählstedt, CEO, Probi, tel +46 46 286 89 23 or mobile +46 723 86 99 83, e-mail: peter.nahlstedt@probi.se

Niklas Bjärum, VP Marketing & Sales, Probi, tel +46 46 286 89 67 or mobile +46 705 38 88 64,

e-mail: niklas.bjarum@probi.se

Hyangmi Kim, Milk Marketing Team, Seoul Milk, e-mail: hyang@seoulmilk.co.kr

Eunah Kim, Seoul Dairy R&D center, Seoul Milk, e-mail: eakim@seoulmilk.co.kr

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