



PRESS RELEASE

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New product format for Probi Digestis® targeting kids segment

Probi's partner, Sanofi, is launching Cenovis Kids Superbiotics in South Korea. Cenovis Kids Superbiotics, based on Probi Digestis, a combination of probiotics and prebiotics is launched as a new product application. The new format, a powder stick, is a convenient solution targeting a new market segment, the kids segment.

The new Probi Digestis® stick-pack product is a fast-melt powder that can be poured straight into the mouth, without the need of mixing it with water. The product is convenient and easy for kids to consume, and comes in a nice strawberry flavor.

Probi Digestis® is based on *Lactobacillus plantarum* 299v (DSM 9843), Probi's most well-documented bacterial strain. More than 30 human studies have been conducted with this strain, with a focus on gastrointestinal health.



Successful partnership

Probi and Sanofi established partnership in 2014, with a distribution and supply agreement under which the Consumer Healthcare division of Sanofi South Korea sells Probi's gut health product, Probi Digestis®. In South Korea, the product is marketed under the brand name Cenovis Superbiotics. Cenovis Kids is a line extension of this product and is aimed for children in the ages between 4-10 years old.

"After the successful launch of Cenovis Superbiotics, Sanofi is strengthening its product portfolio with Cenovis Kids. It is very positive that Sanofi is expanding their probiotic range and it shows their commitment to Probi's well-documented probiotic strains," says Linda Neckmar, Director of Marketing & Sales Consumer Healthcare at Probi.

Nationwide campaign

Sanofi is launching an extensive nationwide campaign for the new kids product in South Korea. The product is being sold in department stores, duty free and on-line, reaching out to potential customers through a mix of advertising, PR, retail promotion, sampling and on-line marketing.

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