



PRESS RELEASE

This information was submitted for disclosure 31 MARCH 2016 at 08.45 (cet).

The first product launch based on the Probi FerroSorb® probiotic platform – A completely new way of preventing iron deficiency

The launch of Probi Järn® marks the beginning of products based on the Probi FerroSorb® platform. Probi Järn® was launched in Sweden by Probi's partner Bringwell, market leader in probiotic supplements.

Probi Järn® was launched in February in pharmacies in Sweden and is the latest addition to Bringwell's probiotic product range. Bringwell has a 52% market share of the probiotic supplement market in Sweden and the existing range includes products based on Probi's platforms Probi Digestis® (gastro health) and Probi Defendum® (immune health). The launch of Probi Järn® will expand the probiotic offer, reach new target groups and strengthen Bringwell's position in the market.

Probi Järn® is a dietary supplement in the form of vegetable capsules containing a combination of the clinically documented lactic acid bacteria LP299V®, vitamin C, folic acid and a carefully balanced amount of iron. One capsule daily together with the main meal will help meet daily iron requirements, while minimizing the amount of unabsorbed iron in the intestines. Unabsorbed iron in the intestine is associated with strong digestive discomfort.

Probi Järn® is targeting women at risk of iron deficiency. According to WHO, about 20–30% of women of childbearing age suffer from iron deficiency with symptoms such as fatigue, shortness of breath, poor immune function and impaired cognition.

Great potential in a growing category

"This launch is the result of Probi's efforts to offer the market continued development in the growing category of probiotics. Probi has long experience in probiotic research and provides scientifically proven products without compromise" says Johan Wahlqvist, Director of Marketing & Sales Consumer Healthcare at Probi.

The Probi FerroSorb® platform

Probi FerroSorb® is well documented through five clinical trials showing a significant increase of iron absorption from a meal. The consumer benefit of this groundbreaking research is an increased iron uptake while maintaining a well-functioning digestive system.

By increasing the uptake – not only the intake – Probi FerroSorb® offers a clinically documented probiotic iron absorption concept, a completely new way of preventing iron deficiency.





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 2015, Probi had sales of MSEK 216. The Probi share is listed on NASDAQ OMX Stockholm, Small Cap. Probi has about 3,500 shareholders. Read more at www.probi.se

