

PRESS RELEASE

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ZINZINO FULLY ESTABLISHED IN SPAIN

Zinzino AB (publ), a leading Direct Sales company for health products is now fully established in Spain.

During the summer of 2016 Zinzino opened for business in 19 EU countries where they weren't previously trading. The first country where Zinzino became fully established was in Austria during February 2017, and Spain will now become the second as a result of the market showing a trend for strong sales.

"The start date in Spain will be June 20th and our evaluation shows that the Spanish market is strong enough to become highly successful for sales in the future. Geographic expansion is an important goal for Zinzino and our business model is well suited to the European market", commented Dag Bergheim Pettersen, CEO of Zinzino AB.

From the 19 new EU countries where Zinzino started business, Spain was one that showed strong sales growth. In the first quarter, sales totalled TSEK 850 and growth continued into the second quarter. The logical next step for Zinzino was therefore to become fully established in Spain.

"There's a strong interest in health products in Spain. To deliver quality and service to our partners and customers, we've focused on improving our administrative systems, webshop and logistics during this year. This development, coupled with a wide range of health products, means that the expectations for Spain are huge: a big step towards achieving Zinzino's vision of generating one billion SEK in revenue by 2020", says Dag Bergheim Pettersen.

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Zinzino AB (publ) is obliged to publish this information in compliance with current EU regulations governing market abuse. The information was provided by the above contact person for publication at 3.00 pm on 20th of June, 2017.

Zinzino AB (publ.) is a Direct Sales company which operates throughout Europe and North America. Zinzino markets and sells products in two product lines, Zinzino Health, with a focus on long-term health, and Zinzino Coffee, consisting of espresso machines, coffee and tea.

Zinzino owns Norwegian research unit BioActive Foods AS and the production unit Faun Pharma AS. Zinzino has more than 120 employees. The company has its headquarters in Gothenburg, and offices in Helsinki, Riga and Oslo, and in Florida, United States. Zinzino is a publicly held limited company and its shares are listed on Nasdaq First North.

Zinzino was designated in 2016 both as one of Veckans Affärer's "Super Companies" and as Dagens Industri's Gazelle Company.