

Press release October 20th, 2017

Swedencare and Musti Group launch a new and unique product line - Cat dry feed containing ProDen PlaqueOff®

Swedencare AB (publ), today announces that the Nordic region's leading pet specialty retailer, Musti Group, will launch a new cat food line "Nutrima" in October. In all dry food flavors, ProDen PlaqueOff® has been included in the mix so that a daily dosage of this is easily given in conjunction with feeding. This is the first cat food product in the world launched with ProDen PlaqueOff® content.

The product line will be distributed in all the stores belonging to the Musti Group in the Nordic countries, which currently consist of 118 Musti ja Mirri-stores in Finland, 115 Arken Zoo and Djurmagazinet-stores in Sweden and 9 Musti-stores in Norway. In addition, the line will be available in Musti Group's successful online sales in all three countries.

"Musti Group is already our most important partner in the Nordic market for the sale of our own product lines, so it is both a natural step and extremely exciting to launch a unique and new product line together. I am also convinced that we will launch other projects together to always provide our Nordic end customers with new innovative products to enable them to take the best care of their pets."

- Håkan Lagerberg, CEO of Swedencare AB (publ).

"It feels great to be able to offer truly new innovations to the cat food category. Cat dental care is one of the most challenging areas in pet owners' daily life. With the unique ProDen PlaqueOff® composition in Nutrima Cat dry foods we can offer an easy solution to all cat owners to take care of the dental health for their cats. Without the collaboration with Swedencare this would not have been possible and we are very proud and excited about this joint product development project we did together."

- Elli Holappa, Commercial Director Musti Group OY

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About Swedencare

Swedencare develop, produce, market, and sell premium products on the global and fast-growing market within animal healthcare for cats, dogs and horses. The product groups ProDen PlaqueOff and NutriScience are represented on approximately fifty markets in all parts of the world, including the headquarter in Malmö, five subsidiaries in the Nordics, United States, France, Great Britain and Ireland and through an external distribution network. Swedencare's sales have increased significantly over the last few years with strong margins and results. The board of directors and the management have a wide and extensive experience of international marketing and sales.