

PRESS RELEASE

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Probi expands its probiotic offering with two new areas: Sports & Active Nutrition and Pets

Global biotics solutions company Probi has expanded its portfolio with two new areas: Sports & Active Nutrition by Probi® and Pets by Probi®. These launches mark a significant step towards Probi's vision to improve lives through the science of biotics, delivering clinically documented solutions that enhance health for humans – and now also their pets.

With more consumers seeking natural and science-backed ways to boost energy, endurance and recovery, the active nutrition market is on the rise. Sales of performance nutrition grew by 15.4 percent* across U.S. retail channels in 2024, and one in three consumers globally have increased their supplement use compared to the previous year**.

Sports & Active Nutrition by Probi is a probiotic solution using the strain *L. plantarum* 299V (LP299V®). It is designed and proven to support overall physical performance, including cardio-respiratory function, digestive comfort during exercise, circulatory health, as well as endurance and vitality.

“Everyday performance starts in the gut, a link more consumers now recognize,” says Anita Johansen, CEO of Probi. “Your gut microbiome influences nutrient absorption, energy, and recovery, which are all important for performing your best. With this launch, we offer a natural, clinically proven way to help people feel and perform their best.”

Probi enters pet health with scientifically backed offering

Probi is also making an exciting entrance into the pet supplement market, launching innovative, scientifically backed probiotic solutions for dogs and cats. The first two solutions are designed to promote digestive health and oral health.

“Pets are valued members of the family. These are the two main areas we see pet owners increasingly investing in. By extending our offering, we are responding to the growing demand for scientifically supported probiotic solutions for pets,” says CEO Anita Johansen.

The launch of Pets by Probi features the proprietary strain *L. plantarum* 6595 (LP6595) for digestive health, alongside *S. salivarius* BLIS K12™ and BLIS M18™ for oral health. This marks Probi's first step into pet health, leveraging its long-standing expertise in human probiotics. Probi has recently strengthened its collaboration with BLIS Technologies Ltd by executing a revised agreement that provides Probi with exclusive distribution rights for the probiotic strains BLIS K12 and BLIS M18. These rights apply to designated markets in oral health for both humans and, now additionally, pets.

In the US, Probi has received the National Animal Supplement Council (NASC) Preferred Supplier certification, underscoring a commitment to quality and safety standards in the growing companion animal health space.

About Probi

Probi® is a global biotics solutions company, focused on researching, manufacturing, and delivering biotics for supplements and functional food. Founded on science, and together with customers and research partners, Probi is striving towards a future in which as many people as possible can take control of their gut microbiome - so that they can live better lives for longer. Born out of Lund University in Sweden in 1991, Probi has grown to serve over 40 markets worldwide and holds multiple patents globally. Since 2025, Probi has been part of Symrise AG, further strengthening innovation capabilities and global reach.

For further information, please contact:

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** SPINS (2025) Active Lifestyle Nutrition: "Sports Nutrition". State of the Active Nutrition Market. Scott Dicker, 52 weeks ending December 29, 2024. **SPINS (2025) Active Lifestyle Nutrition: "Sports Nutrition". State of the Active Nutrition Market. Scott Dicker*

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