



## PRESS RELEASE

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### **Probi to launch gut health product in Morocco with Botanic Pharma**

**Probi has signed a distribution agreement with Botanic Pharma, based in Casablanca, Morocco for the distribution of Probi's gut health product, Probi Digestis®. The Product will be launched in Morocco in Q1 2014 under the brandname I.B.S. Probi Digestis®.**

The gastro intestinal health market in Morocco is growing and sales of today is approximately 35 MEUR. I.B.S. Probi Digestis® will be marketed by Botanic Pharma targeting GPs and Gastroenterologists as well as to consumers via retail drug stores and pharmacies.

"Botanic Pharma is a growing health care company in Morocco with a strong ambition to expand the business both nationally and in the MENA region. We are looking forward to work with Botanic Pharma and expand Probi's business in the northern parts of Africa in the coming years", says Gun-Britt Fransson, Interim CEO of Probi.

"We are looking forward to launch I.B.S. Probi Digestis® in our market. We strongly believe that the product will constitute an innovative, durable and efficient complement to people who are suffering from bloating, gas formation and pain", says Amine Tahiri, Chief Executive Officer of Botanic Pharma.

I.B.S Probi Digestis® is based on *Lactobacillus plantarum* 299v (DSM 9843), which targets bloating, gas formation and pain, common symptoms that are sometimes mild or temporary but often more severe and diagnosed as IBS. The product will be registered and launched based on Probi's high quality probiotic ingredient.

*This information is such that Probi AB must disclose in accordance with the Swedish Securities Market Act and/or the Financial Instruments Trading Act.*

#### **FOR FURTHER INFORMATION, CONTACT:**

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#### **ABOUT PROBI**

*Probi is a leading player in the probiotic research and the development of efficient and well-documented probiotics. The research areas include: gastrointestinal tracts, immune system, metabolic syndrome and stress and recovery. Probi's customers are leading companies in the Functional Foods and Consumer Healthcare segments. Total income for 2012 was MSEK 100.4.*



*Probi's share is listed on the Nasdaq OMX Stockholm, Small Cap. Probi has approximately 5,000 shareholders. Read more on [www.probi.com](http://www.probi.com).*

## ABOUT BOTANIC PHARMA

*Botanic Pharma is a growing importer and distributor of pharmaceutical products in the MENA region. The company's core business focuses on medical devices and nutraceutical products, which have been supplemented through several notable studies. The company's drug portfolio currently includes: Arginine-3G, a dietary supplement for erectile dysfunction, Magnez 24, magnesium with day and night formula and Dynadax, range of vitamins for children. The company works with specialists as well as general practitioners and distribute products through drugstores and pharmacies in the MENA region. The company was created by Dr Amine Tahiri, a pharmacist from the University of Monastir in Tunisia.*