

## BioGaia appoints new Managing Director

**The Board of BioGaia has decided to appoint Isabelle Ducellier as new Managing Director of BioGaia as of November 5, 2018. Isabelle is today a member of the Board of BioGaia and General Secretary of the Swedish Childhood Cancer Fund.**

Previously, Isabelle Ducellier has held a number of senior international positions within the Pernod Ricard Group for 20 years, mainly within sales and marketing. She completed her career there as CEO and Board member of Pernod Ricard Sweden and successfully led the integration of Vin & Sprit AB into the Group. After that, she has been a partner and consultant at McKinsey Sweden, among other things in the fields of advanced digital marketing, mergers and acquisitions. In addition to a Master's degree in International Marketing Isabelle has also completed Executive MBA programs at both Harvard and INSEAD.

"We are very pleased that we have been able to recruit Isabelle. She has extensive knowledge and a solid international experience of leading positions in sales and consumer marketing, which has become an increasingly important component of our business development. Isabelle also has the intellectual curiosity and energy needed to be able to embark on the advanced research in our business areas including the microbiome field. Here, her experiences from the Swedish Childhood Cancer Fund are also well-suited," says Peter Rothschild, Chairman of the Board at BioGaia.

"I am very happy about this appointment and look forward to contributing with my special skills to BioGaia's already very successful business model," says Isabelle Ducellier, future Managing Director of BioGaia.

As previously announced, BioGaia's current Managing Director terminates his employment June 30. From this point until November 5, when Isabelle can leave her assignment at the Swedish Childhood Cancer Fund, Sebastian Schröder is Acting Managing Director.

### **For additional information please contact**

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This information is information that BioGaia AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 20 June 2018, at 15:00 CET.

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*BioGaia is an innovative Swedish healthcare company that develops, markets and sells probiotic products with documented health benefits. The products are sold through local distribution partners in 100 countries worldwide. The class B share of the Parent Company BioGaia AB is quoted on the Mid Cap segment of Nasdaq Stockholm. [biogaia.com](http://biogaia.com)*

