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Malmo, Sweden

aXichem's natural analogue capsaicin, aXivite, is a key ingredient in new consumer product, for histamine intolerance, to be launched in the U.S. market

aXichem AB (publ), a developer of natural analogue industrial compounds, announces that the first consumer product for the U.S. market, with the company's natural analogue capsaicin, aXivite, as a key ingredient, is being launched for production by DIEM Direct, LLC. Production will start in October and the new product, targeting histamine intolerance such as food allergies, is expected to be available for sale later this year within the health care practitioner channel.

- We are excited to see aXivite entering the U.S. market and being used for the histamine intolerance application, a new area for this ingredient. The product will be sold through the health care practitioner channel, one of the most dynamic segments of the natural products industry. It is a sub-market characterized by strong growth, product innovation and also the involvement of major, multinational players. I have high expectations on our future commercial development in the U.S. market, says Lucas Altepost, VP and director of sales and marketing at aXichem.

In July this year aXichem signed an agreement with Berg Nutrition regarding distribution of aXivite in the U.S. and Canada. With the signing of the agreement Berg Nutrition placed an initial order for aXivite for product development. The new product now being launched by DIEM Direct is a result of the collaboration with Berg Nutrition and the first order.

With a 10-year compound annual growth rate (CAGR) of 8.3 percent, the practitioner channel in the U.S. is outpacing big-box stores and specialty retail, where the CAGR ranges from 4.5 to 6.2%, according to the Nutrition Business Journal (NBJ). Practitioner sales topped US\$3.7 billion in 2016, accounting for roughly 9% of all supplement sales

This press release was submitted by the contact person below on 5 October 2020, at 09:20 CET.

Company contact:

Torsten Helsing, CEO, aXichem, Ph+46 46-780 06 73. Email: torsten.helsing@axichem.se

aXichem's business idea is to develop, patent and market natural analogue industrial compounds. The Company primarily works with phenylcapsaicin a structural analogue of capsaicin with a wide range of applications, such as feed additives, marine anti-fouling products and certain pharmaceutical areas. aXichem's shares are listed on NASDAQ First

North Growth Market under AXIC A. Certified Adviser: Redeye AB
Certifiedadviser@redeye.se +46 (0)8 121 576 90. Read more about the company at
www.axichem.se

axichem AB • Södergatan 26 • 211 34 Malmö, Sweden • P: +46 46 780 06 73 • post@axichem.se