

PRESS RELEASE**December 20, 2013****Bringwell AB (publ) is selling a subsidiary in Finland**

As announced in a press release dated December 18, 2012, Bringwell has embarked on the work to achieve synergies, strengthen the organization to make it even more efficient and to cultivate and streamline the operation.

As part of this process Bringwell has decided to sell its subsidiary, Active Nutrition International Oy, an Internet-based company that operates in the segment of sports nutrition.

Bringwell has of today entered into a share purchase agreement with the buyer.

Stockholm December 20, 2013

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Bringwell is the leading sales and marketing organization for self-care products on the Nordic market. Bringwell works both with its own trademarks as well as licensed products and trademarks from other manufacturers. Our strategy is to lead the development on the market for self-care products through innovative products and effective marketing. The Bringwell share is listed on NASDAQ OMX First North and Mangold Fondkommission AB, tfn +46-8-503 015 50 is the Company's Certified Adviser.

www.bringwell.com