



PRESS RELEASE

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Probi and Vifor Pharma sign agreement to launch Probi Digestis[®] and Probi Defendum[®] in Switzerland

Probi has signed a distribution and co-marketing agreement with Vifor Pharma, a company of the Galenica Group, to launch Probi's gut and immune health products on the Swiss pharmacy and drugstore market. The range will be sold under the Vitafor[®] umbrella brand and Probi Digestis[®] and Probi Defendum[®] product brands. The launch will take place in the fourth quarter of 2012 or the first quarter of 2013 and will be supported by strong consumer advertising and one of Switzerland's best pharmacy sales forces.

Vifor Pharma is one of the most prominent consumer healthcare companies in the Swiss market and the co-operation between Probi and Vifor Pharma is an excellent opportunity to make a strong mark in the Swiss probiotics category.

"Probi and Vifor Pharma have already developed a close working relationship and the business model has many similarities with the successful collaboration between Probi and Bringwell in the Nordic markets. There is a significant market opportunity for premium probiotic dietary supplements in the Swiss market and we are very pleased to work with Vifor Pharma, one of the most professional consumer healthcare companies in Switzerland. The combination of the Vifor Pharma umbrella brand and the Probi product brands will be a strong proposition to pharmacies and consumers," says Michael Oredsson, CEO at Probi.

Probi Digestis[®] is based on *Lactobacillus plantarum* 299v, which targets bloating, gas formation and pain, symptoms that are very common today, sometimes mild or temporary but often more severe and diagnosed as IBS. Probi Defendum[®] is based on the combination of two probiotic strains, *Lactobacillus plantarum* HEAL9 and *Lactobacillus paracasei* 8700:2. It has been proven in large clinical studies to prevent colds, significantly reduce cold symptoms and shorten cold periods.

"We consider Probi the partner of choice in probiotics due to its unique probiotic strains and the renowned strength of its science and clinical work. We are very pleased to have the opportunity to work with Probi in a partnership where both companies will contribute resources and expertise in their respective specialist fields," comments Michele Borri, General Manager Vifor Pharma Consumer Healthcare Switzerland.

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

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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 food and consumer healthcare business areas. Total income for 2011 was MSEK 95.0. Probi's share is listed on the Nasdaq OMX Stockholm, Small Cap. Probi has approximately 4,500 shareholders. For more information, please visit www.probi.com.

ABOUT VIFOR PHARMA

Vifor Pharma, a company of the Galenica Group, is a world leader in the discovery, development, manufacturing and marketing of pharmaceutical products for the treatment of iron deficiency. The company also offers a diversified portfolio of prescription medicines as well as over-the-counter (OTC) products. Vifor Pharma, headquartered in Zurich, Switzerland, has an increasingly global presence and a broad network of affiliates and partners around the world. For more information about Vifor Pharma and its parent company Galenica, please visit www.viforpharma.com and www.galenica.com.