



## PRESS RELEASE

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### **Probi to launch Probi Digestis® in Brazil**

**Probi has signed a distribution agreement with Laboratório Daudt, the oldest Brazilian pharmaceutical company with market presence since 130 years. Following registration, Lab. Daudt plans to launch Probi Digestis® during 2015.**

Probi AB and Lab. Daudt have agreed to launch the Swedish market leading probiotic supplement – Probi Mage® – on the Brazilian market.

“Key to success in such a large market is distribution into the most important of the 65 000 pharmacies, along with professional contacts with the gastroenterology specialists. Lab. Daudt have these networks, and this is why Probi is very pleased to sign with Daudt”, says Peter Nählstedt, CEO of Probi.

Brazil has a growing probiotic market larger than USD 60 million, 3 times the size of the Swedish market, according to Euromonitor with several new players successfully launching new probiotic products why Brazil represents a key opportunity in the years to come.

“IBS – Irritable Bowel Syndrome - has a prevalence in Brazil of more than 10 percent of the population and is consequently a very interesting category to us,” says Gustavo Daudt, Vice President and 5<sup>th</sup> generation in Lab. Daudt. “We are committed to gain market share in the years to come. Probi Digestis® has a large number of positive clinical studies within gut health; among these, reduction or elimination of symptoms associated with Irritable Bowel Syndrome.”

Probi Digestis® is based on *Lactobacillus plantarum* 299v (DSM 9843), targeting bloating, gas formation and pain, all common symptoms that are sometimes mild or temporary but often more severe and causing a low quality of life for people suffering from such symptoms.

“Probi Digestis® will be launched under a specific IBS brand complementing Lab. Daudt’s presence in the category,” Gustavo Daudt continues, adding: “We are pleased to enter into a cooperation with Probi of Sweden, one of the leading probiotic science companies in the industry.”

*The 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 AB is a Swedish publicly traded biotechnology company that develops effective and well-documented probiotics. Through its research, Probi has created a strong product portfolio in the gastrointestinal health and immune system areas. The products are available to consumers in more than 30 countries worldwide. The customers are leading food, health-product and pharmaceutical companies in the Functional Food and Consumer Healthcare segments. Probi had sales of MSEK 102 in 2013. The Probi share is listed on NASDAQ OMX Stockholm, Small-cap. Probi has approximately 4,000 shareholders. Read more on [www.probi.se](http://www.probi.se).*

## ABOUT LABORATÓRIO DAUDT

*Laboratório Daudt is a pharmaceutical manufacturer present in Brazil since 1882 with more than 300 employees and production capacity of over 40 million units per year. Daudt develops and markets branded pharmaceutical products, OTCs as well as RX drugs. Visiting physicians all over the country, the company covers many specialties including Gastroenterology, Orthopedics, Gynaecologists, Pediatricians, Surgeons, among others. Beside medicine, Daudt commercializes cosmetics, medical devices and food supplements, for the health and well being of patients. Read more on <http://www.labdaudt.com.br/en/>*