



PRESS RELEASE

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Probi Digestis[®] to be launched on new markets in Asia

Probi AB, a leading probiotic research and development company from Sweden and DKSH, the leading Market Expansion Services provider with a focus on Asia, signed an agreement for the launch of Probi Digestis[®] in Hong Kong and Macau.

Probi and DKSH have signed a long-term agreement for the branding and launch of Probi's gastrointestinal health product Probi Digestis[®], based on *Lactobacillus plantarum* 299v, Probi's clinically documented probiotic strain. The agreement is an expansion of the agreement signed in 2013 between Probi and BiO-LiFE, a Malaysian subsidiary of DKSH.

The product will be marketed in a co-branded solution with BiO-LiFE and Probi Digestis[®] and will be positioned against Irritable Bowel Syndrom (IBS) symptom's like abdominal pain, bloating, constipation and flatulence. DKSH will market, sell and distribute the product in both medical channels such as clinics and hospitals as well as in pharmacies in Hong Kong and Macau.

"DKSH is an excellent partner in the growing Asian market and we are happy to step by step expand the collaboration we initiated with DKSH in 2013 around Probi's clinically proven probiotic products," says Peter Nählstedt, CEO, Probi.

"Following the launch of the probiotic product in Malaysia in 2013, we have been enjoying a very strong relationship with Probi AB. With the growth potential in dietary supplements for both Hong Kong and Macau, we are confident to successfully launch Probi Digestis[®] in these two markets," said Richard Holloway, Vice President, Business Unit Healthcare, DKSH Hong Kong.

To further strengthen its presence in Asia Pacific, Probi has expanded its Marketing and Sales organisation with a regional director based in Singapore. "By having a Probi employee working on a day-to-day basis in Asia we will be able to give our partners strong support and intensify business development activities. This is the first step in the expansion and globalisation of Probi's Marketing and Sales team," says Peter Nählstedt, CEO, Probi.

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 bioengineering company that develops effective and well-documented probiotics. Through its world-leading research, Probi has created a strong product portfolio in the gastrointestinal health and immune system niches. Probi's products are available to consumers in more than 30 countries worldwide. Probi's customers are leading food, health-product and pharmaceutical companies in the Functional Food and Consumer Healthcare segments. In 2014, Probi had sales of MSEK 135. The Probi share is listed on NASDAQ OMX Stockholm, Small Cap. Probi has about 3,000 shareholders. Read more at www.probi.se

ABOUT DKSH

DKSH is the leading Market Expansion Services provider with a focus on Asia. As the term "Market Expansion Services" suggests, DKSH helps other companies and brands to grow their business in new or existing markets. Publicly listed on the SIX Swiss Exchange since March 2012, DKSH is a global company headquartered in Zurich. With 735 business locations in 35 countries – 710 of them in Asia – and 27,200 specialized staff, DKSH generated net sales of CHF 9.6 billion in 2013.

DKSH Business Unit Healthcare is the leading Market Expansion Services provider for healthcare companies seeking to grow their business in Asia. Custom-made offerings comprise registration and market entry studies as well as importation, customs clearance, marketing and sales to physical distribution, invoicing and cash collection. Products available through DKSH Healthcare include pharmaceuticals, consumer health, over-the-counter (OTC), as well as medical devices. With 150 business locations in 14 countries and around 9,050 specialized staff, Business Unit Healthcare serves over 160,000 customers and generated net sales of around CHF 4.3 billion in 2013.