

# ZINZINO AB

## PRESS RELEASE



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## **Zinzino expands sales to all EU countries “We see a huge potential”**

Zinzino AB (publ), one of the world’s leading direct sales companies within health, will be expanding sales of the full range of Zinzino Health products to all EU countries from 5 July 2016.

“Geographic expansion is one of the main objectives we need to achieve for continued strong growth, and is therefore a natural, but big step for us. We are, of course, very happy and proud to present this initiative, in which we see a huge potential,” says Dag Bergheim Pettersen, CEO of Zinzino AB.

Zinzino has been experiencing a strong growth in Northern Europe for a number of years, with a focus on Scandinavia and the Baltic countries. Following the launch of Zinzino in Germany, Europe’s largest market for direct sales, during the first quarter of 2016, it is now time to continue the geographic expansion.

“We have prepared a model of how we want to launch Zinzino in new markets, and we can see that the launch in Germany has gone well. We have already achieved strong sales and can see that Zinzino’s products and business concept have been well received by customers and partners. This means that we now feel more secure in offering our products to all EU countries,” continues Dag Bergheim Pettersen.

Expanding across the whole of the EU is part of Zinzino’s strategy for achieving the vision it is working towards – achieving one million customers by year 2020.

“More customers and increased sales mean we have better opportunities for continuing research and development of our products. We will therefore be continuing to expand and strive for high growth so that we will always be able to focus on delivering the highest quality to our customers,” concludes Dag Bergheim Pettersen.

### **For more information, please contact:**

Dag Bergheim Pettersen, CEO Zinzino, tel. +47(0) 93 22 57 00

Images for free publication, please contact: Anders Ekhammar, tel. +46 (0) 707 462 579

Certified Adviser: Erik Penser Bank

[www.zinzino.se](http://www.zinzino.se)

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Zinzino AB (publ), listed on First North, is a direct sales company within health. The company markets and sells products within two business lines; Zinzino Health (which accounts for around 80 per cent of revenue), concentrating on long-term health, and Zinzino Coffee, which supplies espresso machines and accessories. Zinzino has a presence in the European Union and Norway, as well as the United States and Canada. Zinzino offers products with a sense of quality, environment, health and everyday luxury. The company’s values are characterised by high quality, proximity to the customer and a focus on active product development. Zinzino owns the Norwegian knowledge company BioActive Foods AS and the research and product entity Faun Pharma AS, which, among other things, produces all Zinzino’s products and all protein products for Proteinfabrikken. Since 2005, Zinzino has acted as general agent for the Franco-Belgian coffee house Rombouts & Malongo. Zinzino is expected to achieve revenues of approx. SEK 500 million in 2016 and the Group has approx. 100 employees, with its head office in Gothenburg, a factory in Oslo and offices in Helsinki, Oslo, Riga and Jupiter (FL).