

ZINZINO AB



PRESS RELEASE

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Zinzino launches new product segment: Zinzino Skin Care

"will provide a significant contribution to our goal of reaching one million customers by the year 2020"

Zinzino AB (publ), one of the world's leading direct sales companies within the health products sector, will now launch Zinzino Skin Care as a completely new product segment. The first product launched under the new banner is Skin Serum – 24 hour youth formula. The launch will take place immediately in August on the US market and will be introduced to Europe in October. Skin Serum has been developed by Zinzino and is produced in Zinzino's own production facility, Faun Pharma located just outside of Oslo in Norway.

In the USA, the facial skincare product segment is estimated to report turnover of around USD 5.5 billion in 2016. The European market at least matches that in the US. Skin Serum has become a highly attractive product within the Skin Care segment and Zinzino has identified substantial potential for its new product, which will contribute strongly to the company achieving its growth targets and ensuring customer satisfaction.

Zinzino believes that product development is one of the key success factors for increased growth and expansion. Both new products and the development of existing products represent opportunities for enhanced growth, and July saw us begin sales in 19 new territories, meaning the company is now recording sales throughout the entire EU.

– Thanks to our in-house research and development and the fact that we ourselves produce our products, we can be sure that we maintain an extremely high level of quality from start to finish, while simultaneously keeping production costs as low as possible. We are now represented in 33 countries, with a total population of almost one billion. Our potential market is enormous, and with the products we now have in our portfolio, I have full confidence that we will achieve our goals. Our customers and partners must have faith that there is no let up in our own development and be certain that we are offering the best possible products, says Dag Bergheim Pettersen, CEO of Zinzino.

Zinzino Skin Serum is an active formula which gives skin a youthful appearance. Zinzino Skin Serum moisturises and softens the skin, boosting elasticity and rejuvenation. It eliminates fine lines and reduces wrinkles. The serum has both short-term and long-term beneficial effects and is applied under day and night cream. In addition, Zinzino Skin Serum has a neutral scent meaning that it does not compete with other scented products.

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The information presented here is such that Zinzino AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation and the Securities Markets Act. The information was submitted for publication, through the agency of the contact person set out above, on August 25, 2016.

Zinzino AB (publ), which is listed on OMX First North, is a direct sales company focussing on health products. The company markets and retails products within two product lines: Zinzino Health, which focuses on long-term health and accounts for approx. 70 percent of sales, and Zinzino Coffee, which sells espresso machines and accessories. Zinzino has a market presence across the EU, Norway and Iceland, as well as in the USA and Canada. Zinzino offers eco-friendly products with a focus on quality, health and a sense of everyday luxury. The company's values are characterised by high quality, proximity to customers and active product development. Zinzino owns the Norwegian knowledge company BioActive Foods AS and the research and production unit Faun Pharma AS, which produces all of Zinzino Health's products and all protein products for Proteinfabriken. Since 2005, Zinzino has been a general agent for the Franco-Belgian coffee house Rombouts & Malongo. Zinzino forecasts a turnover of SEK 500 million for 2016. The Group has a head office in Gothenburg, a factory in Oslo, and offices in Helsinki, Oslo, Riga and Jupiter, Florida, and employs approximately 100 people.