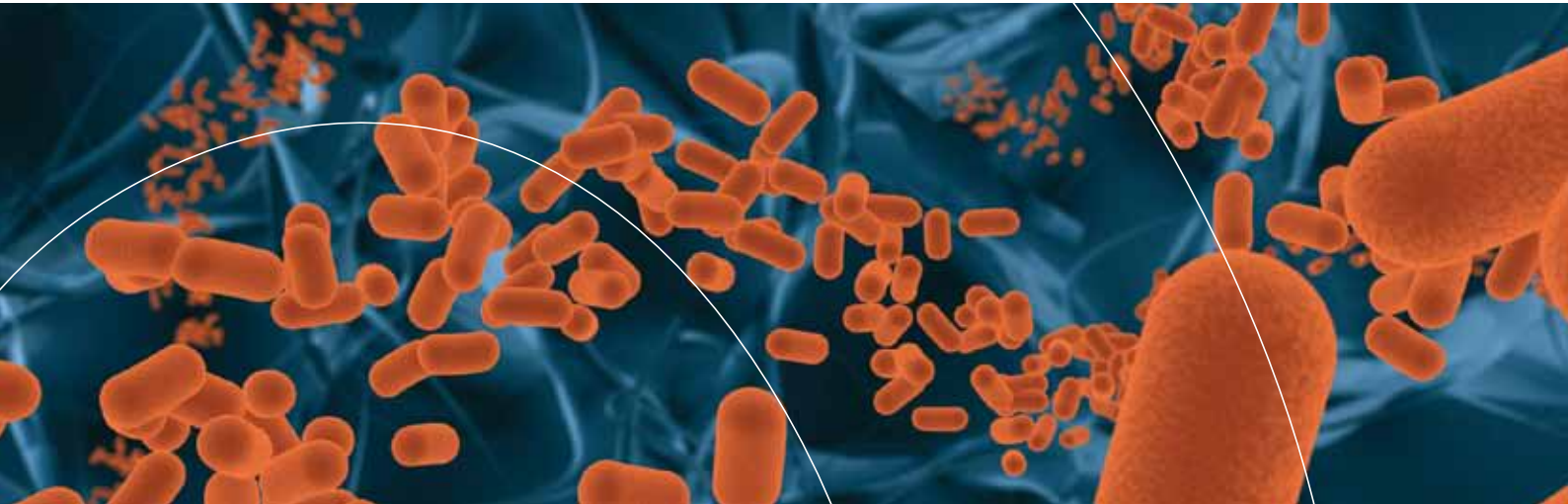


PROBI – FIRST IN PROBIOTICS COMPANY PROFILE



YOUR GROWTH POSSIBILITIES TOGETHER WITH PROBI



Michael Oredsson



Niklas Bjärum

Improved personal health is one of the strongest mega-trends of our time. Probi spotted this trend in the late 1980's and has since then focused on delivering state of the art probiotic research in the field of Functional Food and Dietary Supplements.

Research and development has always been at the core of our company. We have developed methodology and processes similar to those used in the pharmaceutical industry. Meeting the demands of our clients and their consumers with products that have well-documented health effects is key. At Probi we take pride in delivering this.

In the beginning, our focus was the gastro area. Already in 1994 we introduced our first product – ProViva – together with Skånemejerier containing our well-documented bacteria Lp299v™. It has since developed into a success story with continuous strong growth and high margins for the last 15 years.

Since then, we have broadened our scope from the gastro area to other research areas such as the immune system, metabolic syndrome and stress & recovery.

As a result of this broader approach we delivered important studies on the immune system showing that a combination of our bacteria strains *Lactobacillus plantarum* HEAL9 and *Lactobacillus paracasei* 8700:2 with significant results. Studies show that this combination of strains significantly lower the risk of developing common colds, significantly shorten the term of cold periods as well as reduce the number of symptoms. Less than 12 months after completion of the latest study, we launched a new product with our long-term partner Skånemejerier – Bravo Friscus. The world's first 100 percent juice containing probiotics scientifically proven to boost the immune system and to help against common colds.

Six months later, in early 2010, we introduced our first immune dietary supplement, a tablet, based on the same combination of strains, to improve the immune system. The market launch was made in cooperation with Bringwell, a leading health care company in the Nordics. The launch in Sweden also included the introduction of our Lp299v™ as a dietary supplement in our home market. In 2010 we will also introduce the immune product in South Africa together with Camox Pharmaceuticals.

In the Nordics, the immune and gastro dietary supplements were launched under Probi's brand– ProbiFrisk and ProbiMage.

ProViva and Bravo Friscus are just two examples of how well Probi's business model works. We have a proven track record of bringing well-documented exciting products to the market for the benefit of consumers' health.

Our work together with world leading companies like Danone, Kraft, Merck, and Institut Rosell as well as leading regional companies like Jarrow Formulas, Sanum Polska and Proton System shows that Probi is well-positioned to work together with both large and small partners.

Since 2007 we have grown from covering 14 countries to now over 40. The best part of the story is that so much still remains to be done. We would very much like to discuss these opportunities together with you.

Meanwhile, we hope you will enjoy reading this introduction to Probi.

Michael Oredsson, CEO
Niklas Bjärum, Vice President Marketing & Sales



THIS IS PROBI

WORLD LEADER AND YOUR PARTNER IN PROBIOTICS

Probi is a world-leading, research driven Biotechnology Company focused on the global probiotic market. Through our research we have developed probiotics with well-documented beneficial health effects. Probi's customers are internationally leading food, health and pharmaceutical companies active in the global health product market. We take pride in working together with some of the best brands in the world as well as leading regional companies.

Probi is a leading global player in probiotic research and develops probiotics used in both Functional Food and Dietary Supplements. Products containing Probi's bacteria are available or in the process of being launched in more than 40 markets around the world.

THE PROBIOTIC MARKET IN BRIEF

The global probiotics market is highly heterogeneous, both in terms of the types of products and their health effects. In addition, the level of maturity among different markets varies. Probiotics have a strong position in Japan as a result of a long tradition of use and an advanced regulatory system while the North American market is relatively immature but in rapid development.

In 2009, the global market for probiotic Functional Food products amounted to approximately USD 19 billion, growing 5-10 per cent annually. Forecasts indicate that the probiotic market will continue to expand at a similar rate in the coming years.

The market for probiotic dietary supplements is worth approximately USD 2 billion and grows rapidly at a pace of 10-15 percent annually.

PARTNERS OF PROBI

Probi's current key business partners in Functional Food are Swedish Skånemejerier and the US company NextFoods paired with having attracted partnership with Danone and Kraft.

Important partners in Dietary Supplements are Institut Rosell, Merck, Sanum Polska, Proton System and Health World/Metagenics in Australia and the US.



1991

Probi was founded Patent application Lp299v™, and others.

1998

Listing on NGM.

2002

Publication of scientific studies in Clinical Nutrition.

1986

Cross functional research begins at Lund University.



LUND UNIVERSITY

1994

License agreement: Skånemejerier, ProViva.



2000

Publication of positive results on functional disturbances of the intestine (IBS).

2003

License agreement with Danone and Institut Rosell Patent application dealing with new bacterial strains.



OUR STRATEGIC FOUNDATION

VISION

Probi's vision is to be the world leader in the premium segment for probiotics by providing a top-quality product range, with profound health benefits, on the world's most important health markets.

MISSION

Probi provides consumers all over the world with the opportunity to improve their health through clinically tested, effective probiotics.

BUSINESS CONCEPT

Providing probiotics with well-documented positive health benefits for leading food and dietary supplement companies.

STRATEGY

- Focus on probiotic-based products where Probi has world-leading, patented technology
- Increased growth through:
 - Investing in new markets
 - Investing in new product offers
 - Investing in new product formats
- Licensing and supplying raw materials for foods
- Licensing and supplying finished products or raw materials for Dietary Supplements

PROBI IN BRIEF

- World leader in probiotics
- Products being launched in more than 40 markets
- Global focus
- State of the art research

MARKET IN BRIEF

- Functional Food probiotics market - 19 billion USD
- Functional Food market growth by 5-10 % annually
- Probiotic Dietary Supplements market - 2 billion USD
- Market grows by 10-15% annually

PROBIOTIC FACTS

Elie Metchnikoff (1845-1916) is said to be the father of probiotics. He was awarded the Nobel Prize in medicine in 1908 for his research concerning the human immune system.

2004

Listing on the Stockholm Stock Exchange.
Development of products together with Danone och Institut Rosell.
Development of nutritional products for health care.

2006

Signs agreement with Metagenics in USA.



2008

NextFoods launches fruit drinks and Kraft Foods launches müslibars.

2010

Launch of supplements under the Probi brands



2005

Institute Rosell launches the first dietary supplement.

2007

Agreement with NextFoods.
License and distribution agreement with Kraft Foods.



2009

Launch unique Bravo Friscus 100% juice with strong Immune propositions.



WHY PROBI?

PROBIOTICS CREATES BENEFITS FOR YOU AND YOUR CONSUMERS

Why should you as a company be interested in probiotics and a co-operation with Probi? There are three main reasons for this:

- The market is large and growing rapidly
- Probiotics will increase value, sales and margins for your products
- There are significant and perceived health benefits for your consumers thus creating loyalty

The global market for probiotics for Functional Food, with sales of around 19 billion US-dollars, is growing rapidly and steadily at a pace of about 5-10 per cent per year. The main driver is the focus on improved personal health which is one of the global megatrends. Probiotics has, according to WHO, beneficial health effects and increasingly more consumers are buying probiotic products to improve their health.

Decreasing margin is a global challenge for food companies of today. Adding functional benefits through highly efficacious probiotics to your food products increases both margins and sales. ProViva, our biggest success so far, is an excellent example - read more below.

Probi has a strong and proven competitive advantage in the probiotic market. Our ambition is to be at the very forefront of probiotic science and deliver strong perceived benefits to our partners and consumers.

CONSUMER BENEFITS

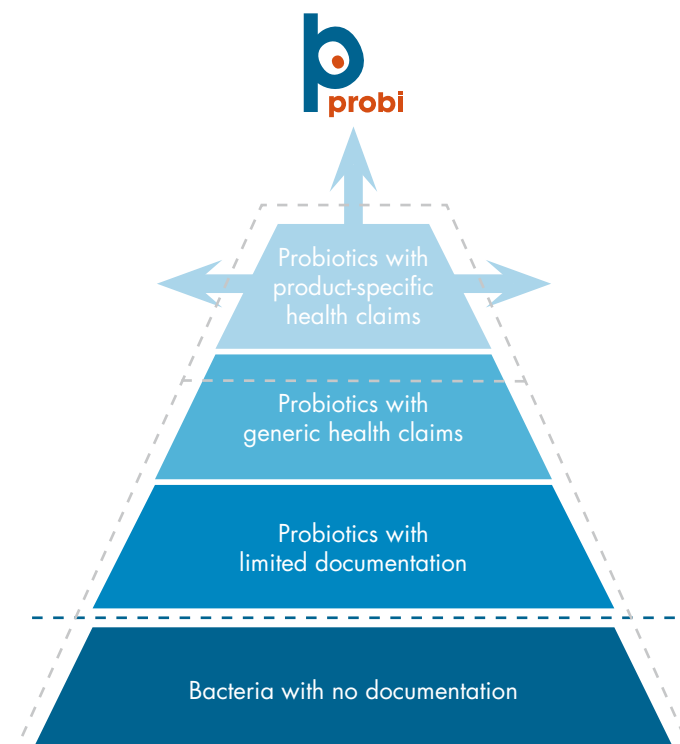
- On-trend consumer health claims with strong supportive clinical documentation
- Consumers get real health benefits attributable directly to Probi's particular strains

PRODUCT BENEFITS

- Product stability & long shelf life due to robust strains proven to withstand industrial production and supply chain
- Cost advantages due to product stability

CUSTOMER BENEFITS

- Top-notch customer service
- Service customers through entire commercialization process
- Proven success on large volume orders for probiotic product development and industrialization



PROVIVA – OUR BIGGEST SUCCESS SO FAR

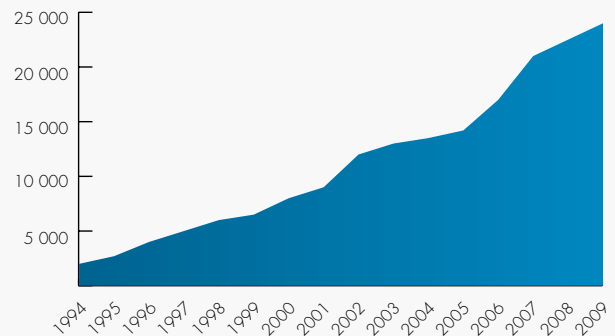
ProViva was launched 1994 in a very successful partnership with the regional and progressive dairy Skånemejerier. Ever since, the brand has shown a very strong annual growth in the Nordics. ProViva was first in many aspects. It was pioneering with Functional Food in the Nordics, which introduced a whole new category of foods, and the technology of adding probiotics into a fruit drink was unheard of.

Since then, Skånemejerier has launched several new line extensions - in yoghurt, products specifically designed for women, as a sports/recovery drink and as a shot.

Although the brand has not been extensively supported by marketing investments, sales growth has been strong and steady. The basis for ProViva's excellent development is:

- Consumers find it tasty, convenient and affordable
- Consumers perceive the functional gastro benefit shortly after consumption
- Extensive and convincing scientific documentation is important to the scientific community and authorities.
- Our partner, Skånemejerier, has shown a strong determination in developing the brand and the products.

ProViva – building value



ProViva has had great success in Sweden with a population of 9 million reaching sales of 80 million US-dollars. Taking the ProViva concept and introducing it on a larger scale in a pan-European market or in the US market has untapped potential for Probi. Given the same penetration rate, sales could potentially amount to several billions of US-dollars.



LIST OF SELECTED CLIENTS AND PARTNERS:

Functional Food:

- Skånemejerier
- Next Foods
- Danone
- Kraft Foods

Dietary Supplements:

- Institut Rosell
- Merck
- Ferring
- Proton System
- Metagenics
- Health World
- Sanum Polska
- Aristo

PROBIOTIC FACTS

The World Health Organization (WHO) has recognised that probiotics have beneficial health effects.

HOW PROBI?

BENEFIT FROM A WELL-PROVEN PARTNER MODEL

Probi has a proven track-record with its long-term partner model which is designed to benefit both parties. The model has been developed together with partners over more than 15 years.

We offer licenses and sell finished products to companies (that produce, distribute and sell) as Functional Foods and/or Dietary Supplements.

Probi grants licenses for its technology to food companies, usually in the form of a royalty on the customers' sales of products. In the case of Dietary Supplements, Probi usually sells finished goods in bulk. Probi's customers, according to their specific preference, then package these locally. This model guarantees high probiotic stability and minimizes time to market.

In some cases, Probi offers exclusivity to customers against special compensation, such as down payments.

We offer our partners expertise in probiotic research and development, and contribute in-depth competence in areas such as product development, industrialization and regulatory support.

Our current health proposition is focused on six main areas with the following proven health benefits demonstrated:

- Gastro
 - IBS, bloating, gas pain etc
 - Irregular transit, diarrhea
- Immune
 - Improved defence / resistance / protection
 - Reduced cold / flu symptoms, reduced length of cold / flu, reduced number of cold / flu episodes
- Stress Recovery
 - Recovery after stress, anti-oxidative capacity
- Sports Recovery
 - Recovery after exercise, anti-oxidative capacity
- Female Nutrient absorption
 - Iron up take
- Cardiovascular Health/Metabolic
 - Reduced risk for cardiovascular disease, cholesterol, fibrinogen, leptin, blood pressure
 - Anti-inflammation

The demand for products that fall into the zone between traditional foods and pharmaceuticals is extensive. The common denominator for these products is their beneficial health effects.

In the area of Functional Food, probiotic concepts exist for a number of ordinary foodstuffs, and new concepts are being developed continually.

In the area of Dietary Supplements, Probi offers solutions for all of the most common applications, including capsules and tablets.

To obtain an optimal effect from probiotics, it is essential for a bacterium to survive the food manufacturing process, the product's shelf life and yet colonize in the GI tract. A number of factors limit the bacteria's survival and product shelf life, heat, water activity (for dry applications) and the existence of antibacterial components in the finished product.

At Probi, we support our customers with know-how to ensure and check the survival of probiotics during the manufacturing processes. This ensures that customers obtain the optimal effect of Probi's probiotics in their products.

Probi develops and sells probiotics in two areas: Functional Food and Dietary Supplements.

Interest in foods with specific health-promoting characteristics over and above their nutritional value has increased markedly in recent years. This increased demand has led major food manufacturers to start establishing wide ranges of probiotic products. It is however difficult for probiotics to survive in all types of food. Probi's probiotics have both documented beneficial health effects and survive for an extended period of time in a variety of foods, including fruit drinks, cereals and muesli bars.

Probi's probiotics are primarily used in chilled foodstuffs. Product categories that have been successfully enriched with Probi's probiotics are juices, fruit drinks, yoghurt and ice cream, but also ambient products such as breakfast cereals and bars. Probi has a strong position in technically difficult applications thanks to its robust and effective bacteria.



A ONE-STOP SHOP OFFER

- Global market knowledge
- Broad R&D expertise
- Microbiology
- Nutrition
- Application and product development
- Medicine
- Regulatory
- Strong know-how in demanding applications

PROBIOTIC FACTS

No scientific studies exist that show any risks in conjunction with the consumption of lactobacilli. Lactic acid bacteria have been used for thousands of years for lactic fermentation of food. The method is a way of preserving foods and is used all over the world



OUR R&D

R&D – THE HEART OF PROBI

The foundation and heart of Probi is research and development. That is the reason why we can state that our probiotic bacteria are potent and have a validated effect.

As Probi was founded by microbiologists and surgeons it is in the company's heart that the results rest on prominent basic and applied research. This has affected Probi's culture and work method during the entire life time of the company – and so it will remain.

The R&D organization's work is carried out in a similar way of that of the pharmaceutical industry and the basic research is continuously carried out at Lund University by a team funded by Probi. Further R&D is then performed by Probi and the pre-clinical and clinical development is continued under the full control of the company. Larger clinical trials are often performed in cooperation with well-known CROs. At Probi we focus on specific health issues where probiotics have a positive impact and we also take the responsibility for product safety.

Clinical and product development usually takes at least three years from concept to finished product. To ensure that the scientific results are turned into products, Probi has a dedicated product development department responsible for preparing external production of various products. As an example this is how our new product Bravo Friscus – the first probiotic 100 percent fruit juice with consumer relevant immune enhancing effects - was developed in to a product. It was launched for the first time in 2009 by Skånemejerier and later on together with other partners as a dietary supplement.

Probi has continuously focused on gastro health and the immune system. Probi currently conducts active research within the following focus areas:

- Disorders of the stomach and gastrointestinal tract
- The immune system
- The metabolic syndrome (including cardiovascular disease, type 2 diabetes and obesity)
- Stress and recovery (including nutrient uptake)

Probi intends to continue being a pioneer in probiotics by launching new products addressing important health needs. We will achieve this by increasing the pace of research and product development. Probi is renowned throughout the industry for delivering clinical data of the highest quality through its international collaborations.

OVER 140 PATENTS WORLDWIDE

Patents are very important, both for Probi's scientific renown and for allowing commercialisation through licensing. The patenting process is the responsibility of the R&D department and intellectual property is one of Probi's core values. Probi has patents protecting its core probiotic strains and their health properties. The patent portfolio is monitored and analyzed regularly and Probi currently has 140 patents (including more than 20 patent families) worldwide.

OUR SUCCESSFUL IMMUNE STUDIES

Probi's successful common cold study in Berlin generated world-class results. In 2009 the first product based on the research was launched. The product - a fruit juice called Bravo Friscus - contains a combination of two probiotic strains that regulate the immune system, resulting in reduced cold symptoms and shortened cold periods. The clinical findings surpass results from previous competitive studies. Cold symptoms among trial recipients of Probi's product fell by 34 per cent compared with the placebo group. Also the length of the cold periods were significantly reduced among people who received Probi's product: (5.6 days as opposed to 6.7 days for the placebo group).

In a previous study with the same combination of probiotic strains it has been statistically proven that the strain combination reduces the risk of getting a cold as well as the number of days with cold symptoms. Probi's product contains a combination of two probiotic strains, one *Lactobacillus plantarum* and one *Lactobacillus paracasei*. Probi has been unable to identify any current product on the world market that can match these results. This has provided Probi with the impetus and a chewable tablet was launched for the first time at the end of 2009 beginning of 2010 together with the Nordic health care company Bringwell. The successful clinical development has broadened Probi's scope and opened up a new global market for Probi with an estimated value of about SEK 40 billion.

FUNCTIONAL FOOD

THE HEALTH TREND WILL CONTINUE TO DRIVE THE FUNCTIONAL FOOD MARKET

Health is currently one of the most predominant trends in the food market. This trend has been strong all through the 2000's and shows no signs of abating. This has created a positive attitude to probiotics and the global probiotic market grows steadily by 5-15 percent per year.

At Probi we foresee that this interest in healthy food with well documented positive health effects will continue to increase. As new research continue to confirm that probiotics in food has positive health effects this trend will be strengthened - also beyond the traditional gastro area.

Probi has a long tradition in the gastro area. One of the pioneer products is ProViva, launched the first time in 1994 together with Skånemejerier, a regional dairy and juice company in southern Sweden. It contains Probi's bacteria Lp299v™ and ProViva has grown every year since launch.

During the last 15 years ProViva has grown to be one of the most successful probiotic products in the world. It has developed from being a niche product to a highly penetrated mass market product available in a variety of tastes and sizes. There are also special products designed for different target groups such as sportsmen or women.

ProViva is an excellent example of how a traditionally lower margin foodsegment can turn in to a significantly higher margin and still show excellent growth for many years.

The focus on extending the reach for healthy and effective probiotic food beyond the gastro area is one of the reasons why Probi has invested heavily in a series of clinical studies looking at immune system improvements of common colds. The latest immune study was completed in August 2008 and only 12 months later it resulted in the first product – a 100 per cent juice containing probiotics scientifically proven to boost the immune system.

Probi has a long history of working together with leading partners in the functional food market such as Skånemejerier, NextFoods, Danone, Kraft Food etc.

BRAVO FRISCUS - A UNIQUE PRODUCT

The world's first 100 percent juice containing probiotics scientifically proven to boost the immune system and to help against common colds. It was launched in September 2009 together with our partner Skånemejerier. It is available in three different varieties –Orange Apple and Tropical.

The probiotic bacteria is *Lactobacillus plantarum* HEAL9 and *Lactobacillus paracasei* 8700:2

Probi supports the new probiotic product with unique clinical results demonstrating real effects on common colds and not just immune markers in blood.



PROBI'S FUNCTIONAL FOOD – PROBIOTIC APPLICATIONS

- Fruit drinks
- Fruit shots
- Juices 100%
- Recovery drinks
- Yogurt
- Drinking yogurt
- Kefir/Sour-milk
- Fresh Milk
- Cheese
- Fresh cheese
- Soy
- Frozen Foods
- Ice Cream
- Cereals
- Bars
- Powdered Beverages
- Delivery Solutions



SELECTED PRODUCTS - FUNCTIONAL FOOD



100% JUICE

Bravo Friscus is a major research breakthrough. It is one of the first 100% juices in the world to contain active bacteria cultures. The unique formula of probiotic bacteria – *Lactobacillus plantarum* HEAL9 and *Lactobacillus paracasei* 8700:2 – support the body's natural defences. [Read more about Bravo Friscus at bravo.nu](#)

FRUIT DRINKS

The ProViva fruit drink, launched in 1994, is one of the most successful probiotic food products in the world. *Lactobacillus plantarum* 299v has extensive clinical documentation in the gastro field. In November 2003 ProViva was the first probiotic product outside Japan to receive official approval from an authoritative body (the Swedish Nutrition Foundation) to be marketed with a product-specific health claim. [Read more about ProViva fruit drinks at proviva.com](#)

SHOT

ProViva Shot is a more concentrated ProViva fruit drink that was launched in 2003. As the name implies, the product should be consumed in one shot a day. The concentration of bacteria is five times higher than in fruit drinks. ProViva Shot is a convenient way to start a new and healthy habit. [Read more about ProViva Shot at proviva.com](#)

ACTIVE RECOVERY DRINK

Clinical trials have shown that ProViva Active increases the body's anti oxidative capacity, protecting the cells from free radicals formed in the body during physical exercise. The nutritional profile is adopted to replenish energy levels and support recovery after sports. ProViva Active contains the *Lactobacillus plantarum* 299v strain. [Read more about ProViva Active at proviva.com](#)

FEMALE

Clinical research has shown that *Lactobacillus plantarum* 299v helps the body to increase iron uptake by about 50 per cent. ProViva Female has a formula that is particularly appropriate for women of childbearing age. In addition to extra iron, the drink also contains extra vitamin C, which further enhances iron uptake, as well as vitamin B and folic acid. [Read more about ProViva Female at proviva.com](#)

YOGHURT DRINK AND SOUR MILK

The ProViva yoghurt drink was launched in 2005. The drink contains only 0.5% fat and has the same concentration of *Lactobacillus plantarum* 299v as the fruit drinks. [Read more about ProViva yoghurt drinks at proviva.com](#)

SHOT PLUS

GoodBelly was launched in 2008 in the US by NextFoods. The drink is essentially the same as the ProViva drink sold in Scandinavia, but has a flavor profile and nutritional formula adapted to the US market. GoodBelly Plus is a probiotic fruit drink that in a single shot provides a large amount of essential nutrients with a high dose of *Lactobacillus plantarum* 299v. [Read more about GoodBelly Plus at goodbelly.com](#)

BIGSHOT 50

GoodBelly BigShot 50 contains 50 billion live probiotic bacteria per shot and is targeted towards consumers with special needs or experiencing digestive flareups. The product has a high concentration of bacteria, but is sufficiently mild for daily consumption. [Read more about GoodBelly BigShot 50 at goodbelly.com](#)

ON THE GO – LOW CALORIE

GoodBelly Splash is the convenient take-away probiotic drink in portable single serve bottles. GoodBelly Splash is lower in calories vs the original range but contains equal amounts of *Lactobacillus plantarum* 299v. [Read more about GoodBelly Splash at goodbelly.com](#)

KIDS

GoodBelly Kids is an organic probiotic fruit drink with a taste and nutrient profile specially designed for children. [Read more about GoodBelly Kids at goodbelly.com](#)

TO GO – SHELFSTABLE

GoodBelly To Go is single-serve powder packets that mix with water for an affective probiotic fruit drink on the go. Perfect to bring when travelling. [Read more about GoodBelly To Go at goodbelly.com](#)

DIETARY SUPPLEMENTS

IN THE PROCESS OF BEING LAUNCHED IN 40 MARKETS – AND MORE TO COME

Dietary Supplements is the area where Probi truly shows its global reach. In the period 2007 - 2010 Probi has increased market coverage from 14 markets to 40 and the growth continues. Today, Probi offers two turnkey products – the gastro product and the immune product.

This growth is driven by a genuine interest from customers in finding potent dietary supplements with well-documented health benefits. Probi has a long tradition of working together with partners to meet market needs.

Probi launched the first products together with its partner Institut Rosell in 2005. Today Probi has several partners for its products including large pharmaceutical companies like Merck, Ferring and Ranbaxy but also smaller companies with a good regional or local presence like Sanum Polska in Poland or Camox Pharmaceuticals in South Africa.

The global market value is estimated at some 2 million US-dollars, the growth rate is 10-15 per cent per year.

There is a strong interest in probiotic dietary supplements, among both established and new partners. Probi will continue to develop existing partnerships as well as attract new partners by developing new interesting probiotic offerings. Probi offers two finished goods products, the gastro product based on Lp299v™ and the immune product based on a combination of two probiotic strains with well-documented health benefits.

Dietary supplements are a complement to a normal balanced diet. They are sold in the form of capsules, tablets, sachets or similar product formats. Together with our partners we can develop locally adapted and suitable products for each market.

Probi decided to focus on Dietary Supplements in 2005 and the majority of products launched since then contain the gastro bacteria Lp299v™. In 2010 Probi introduced the immune product, based on the bacteria strains *Lactobacillus plantarum* HEAL9 and *Lactobacillus paracasei* 8700:2. The introduction in the Nordic countries was done in cooperation with Bringwell, a leading health care company in this region. The first launch outside the Nordics will be carried through together with Camox Pharmaceuticals in South Africa 2010.

DIETARY SUPPLEMENT – CASE STUDY

In 2008 Probi concluded a distribution agreement for its gastro product containing Lp299v™ with Sanum Polska . It is a natural remedy company that markets scientifically documented products on the Polish market. Sanum has a strong network of over 3 000 doctors and pharmacists, which were instrumental in the very successful launch of the product. In less than 12 months, the product has established itself as one of the best selling probiotic supplements on the market. It is the first and only probiotic product that is recommended by Polish gastroenterologists for the treatment of IBS symptoms.

SELECTED PARTNERS/BRANDS MARKETING PROBI'S SUPPLEMENTS

Institut Rosell	Ferring
Merck	Austell/Camox
Metagenics	Proton System
Bringwell	Aristo
Jarrow Formulas	Sanum
Ranbaxy	

PROBIOTIC FACTS

Most scientists agree that probiotic microorganisms used must fulfil certain requirements.

To be called probiotic, these microorganisms should:

1. be safe
2. have a high rate of survival in the products in which they are used
3. have a high rate of survival in the gastrointestinal tract
4. be able to adhere to the intestinal mucosa
5. demonstrate clinically proven beneficial health effects

PROBIOTIC GASTRO/IBS CAPSULE



UNIQUE PRODUCT

Probi's Gastro product is positioned against IBS (Irritable Bowel Syndrome) symptoms like abdominal pain, bloating, constipation, flatulence, etc.

There is no known efficient medical treatment against IBS. Probi's product, with scientifically proven results, is therefore unique.

LARGE MARKET

On average 20-25% of the population suffer from IBS.

CLINICAL EFFECTS

Lp299v clinical studies have shown:

- 100% reduction of abdominal pain
- 60% normalisation of stool frequency
- 95% improvement in IBS symptoms

Of which:

- 45% of objects experienced complete improvement
- 50% of objects experienced partial improvement
- Significant reduction of bloating (and gas formation)
- Significant reduction of pain
- Significant improvement of overall GI functions

PRODUCT

- Capsules
- *Lactobacillus plantarum* 299v (DSM 9843)
- Approx. 10 Billion CFU/ capsule at end of shelf life
– dose 1 capsule/day

PROBIOTIC IMMUNE TABLET



UNIQUE PRODUCT

Probi has developed a probiotic chewable tablet to reduce negative effects associated with colds and flues. Until now no effective treatment to fight viruses has been available.

LARGE MARKET

On average adults yearly suffer from 2 to 3 episodes of cold/flu and children from 6 to 10.

CLINICAL EFFECTS

Probi has in three state of the art designed clinical studies on totally 600 subjects achieved the following clinical effects

- Significant reduction of the incidence of common cold
- Significant reduction of the number of sick days
- Significant reduction of common cold symptoms
- Stimulates the immune system

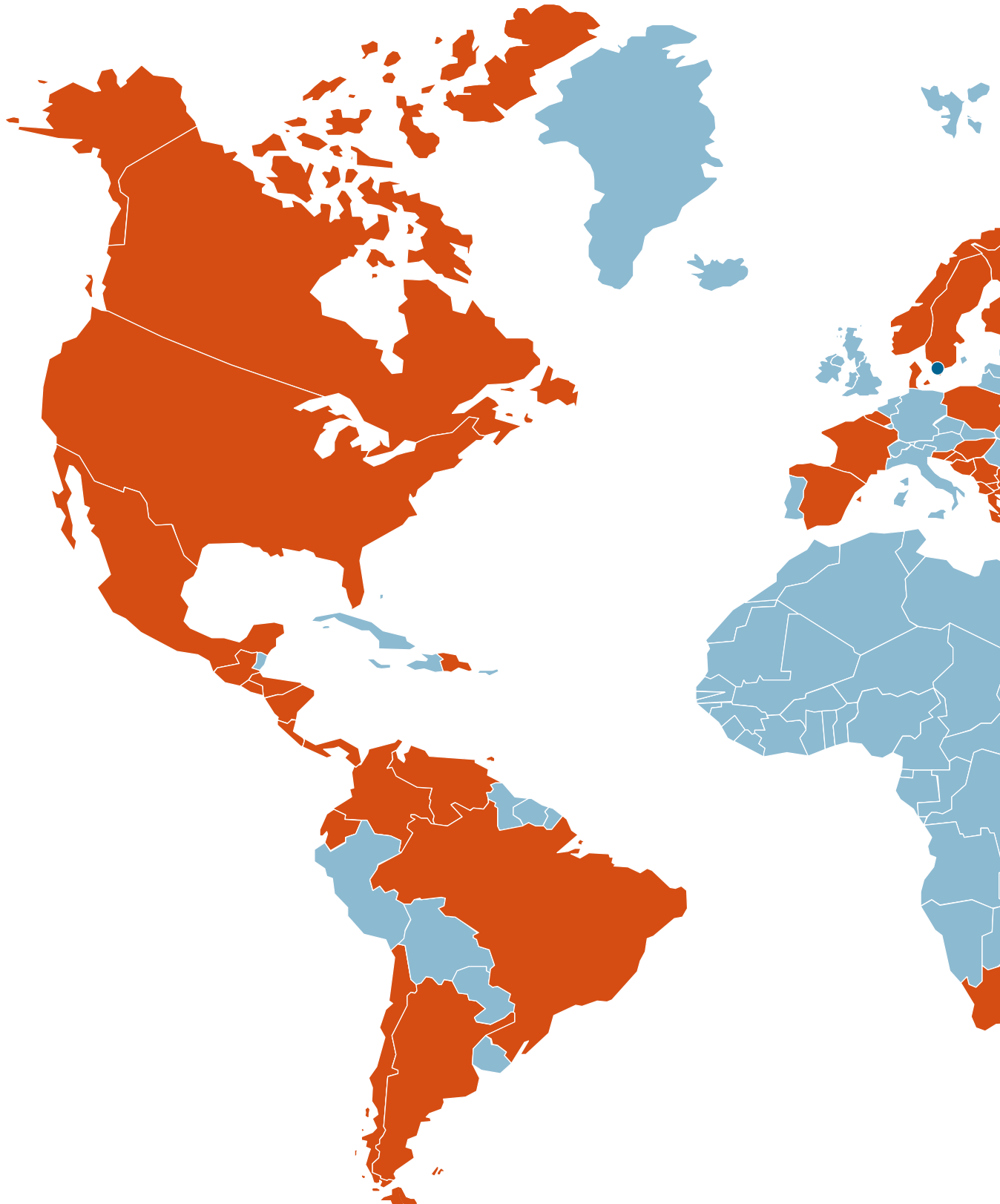
Therapy still being blind - 70% of those given Probi's product considered it effective or very effective

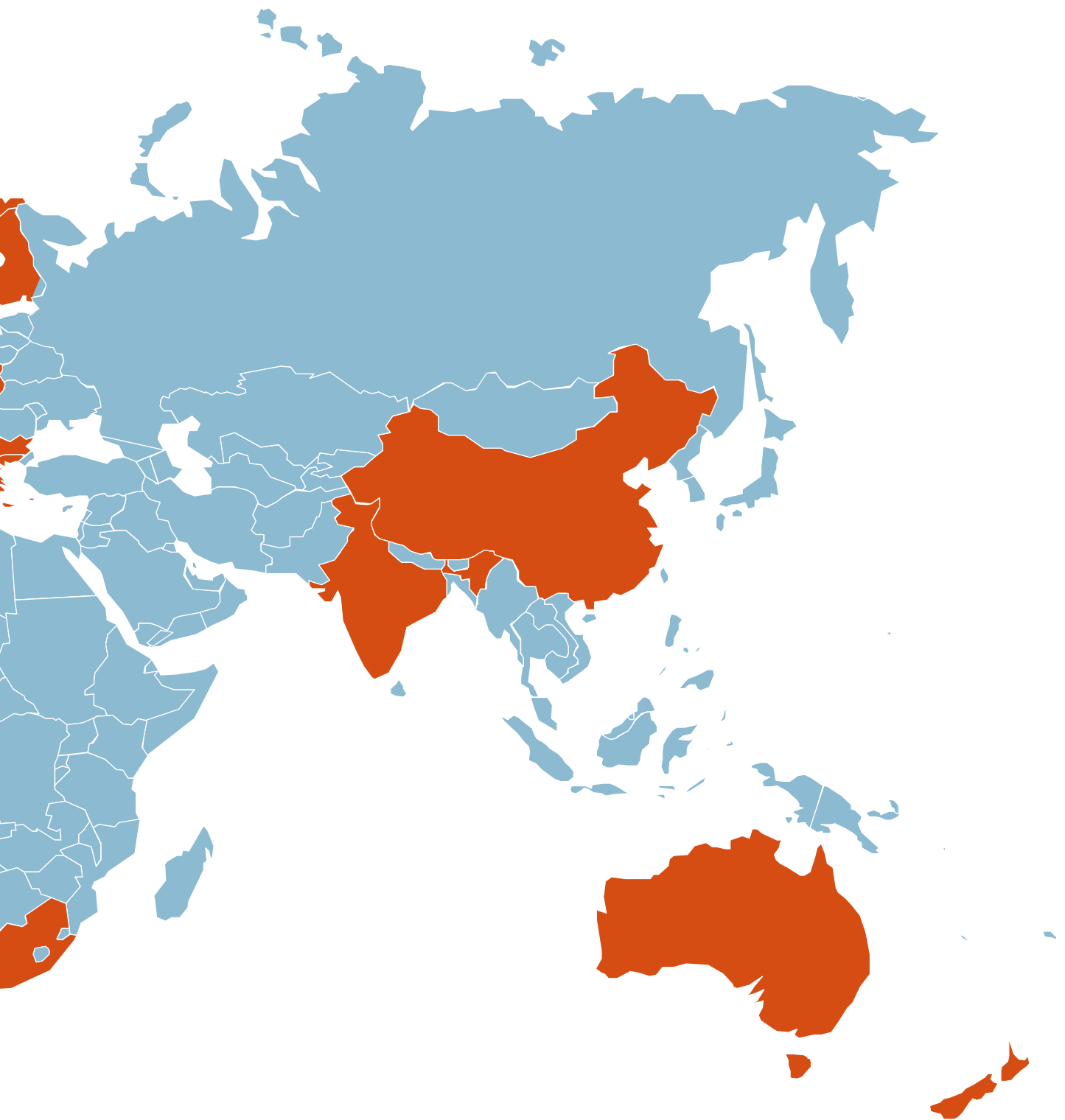
PRODUCT

- Chewable tablet, nicely flavored (citrus, vanilla)
- Combination of *Lactobacillus plantarum* HEAL 9 (DSM 15312) and *Lactobacillus paracasei* 8700:2 (DSM 13434)
- 1 Billion CFU/ tablet - Dose – 1 tablet/day

PROBI IN THE WORLD

Probi products are sold or in the process of being launched in more than 40 markets. We are constantly looking at exploring new possibilities worldwide and will continue to develop our global reach





CONTACT AND MORE INFORMATION



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