

BioGaia signs exclusive agreement in Tunisia

BioGaia has signed an agreement with Healthexport for the exclusive rights to sell BioGaia Protectis drops, BioGaia Protectis tablets and BioGaia Gastrus in Tunisia. The products will be sold under the BioGaia brand. Launch is planned to end of 2020.

Healthexport is a Tunisian company founded in 2011 that focuses on promotion and distribution of drugs and medical devices in female health and the ophthalmology field. BioGaia's probiotic products will be marketed towards pediatricians, gastroenterologists and general practitioners. Healthexport will create a new marketing and sales team focused only on BioGaia products.

"While meeting the demands of BioGaia products from doctors in Tunisia, I also realize a dream," says Ghazi Smida, owner and General Manager of Healthexport.

"I am happy that we are continuing our expansion in the African market by launching our products in yet another country. Tunisia is an attractive market with a developed welfare system that guarantees free healthcare for all residents," says Isabelle Ducellier, President and CEO of BioGaia.

For additional information please contact

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BioGaia is an innovative Swedish healthcare company that develops, markets and sells probiotic products with documented health benefits. The products are sold through local distribution partners in 100 countries worldwide. The class B share of the Parent Company BioGaia AB is quoted on the Mid Cap segment of Nasdaq Stockholm. biogaia.com

