

BioGaia's probiotics to be launched in Kenya, Nigeria and Ghana

BioGaia has signed an exclusive distributor agreement with Phillips Pharma Group for the rights to sell BioGaia ProTectis drops, tablets and Oral Rehydration Solution in Kenya, Nigeria and Ghana. The products will be sold under the BioGaia brand and the launch is planned to start in Kenya in 2016.

Phillips Pharma Group was established in Kenya in 1991, focusing on importing, marketing and distributing pharmaceuticals. Today the company has more than 1,000 employees and is present in seven countries around Africa – Kenya, Nigeria, Tanzania, Zambia, Uganda, Rwanda and Ghana – covering 350 million people or 35 percent of Africa's population. The Phillips Group operations have been extended with subsidiaries specialized in surgical products, medical devices and diagnostics. Among the partners are important international pharmaceutical companies such as Novartis, Abbott, Sandoz and Menarini.

"Phillips Pharma Group, believes in a long term partnership with BioGaia and is committed to market and position its probiotics as an innovative and premium brand in the market. The experience we have working close to doctors and specialists will allow us to achieve BioGaia's expectations and goals", says Niraj Doshi, CEO, Phillips Pharma Group Ltd.

"I am very happy that we have signed an agreement that gives BioGaia access to Central and Eastern Africa, a market with large potential for our products. Phillips Pharma Group is a strong and reliable partner with local presence in several important markets and I look forward to a fruitful collaboration", says Axel Sjöblad, Managing Director, BioGaia.

For additional information please contact

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This information is information that BioGaia AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 09.00 CET on 14 September 2016.

BioGaia is a healthcare company that develops, markets and sells probiotic products with documented health benefits. The products are primarily based on the lactic acid bacterium *Lactobacillus reuteri* which has probiotic, health-enhancing effects. The class B share of the Parent Company BioGaia AB is quoted on the Mid Cap list of the NASDAQ OMX Nordic Exchange Stockholm. biogaia.com