

BioGaia signs exclusive distribution agreements for its oral health products in the Czech Republic, the Benelux countries and South Africa

BioGaia has today signed three different agreements, one with Next Force, giving Next Force exclusive sales rights for BioGaia's oral health products in the Czech Republic, one with Ivodent, giving Ivodent exclusive sales rights in South Africa, and one with Oral Company, giving Oral Company exclusive sales rights in the Netherlands, Belgium and Luxembourg. In all countries, the products will be sold under the BioGaia brand and the launch is planned to take place during 2012.

The company in the Czech Republic, Next Force, is a specialised pharmaceutical company that is part of the Pears Health Cyber group. Pears Health is a leading consulting company focusing on e-marketing in the pharma and healthcare sector, and operates the Czech Republic's largest online pharmacy (www.lekarna.cz).

"We are satisfied with the agreement with Next Force. The Czech population has prior experience of probiotics and we look forward to being able to offer the market's first probiotic product for oral health," says Peter Rothschild, President of BioGaia.

Ivodent is a South African pharmaceutical company specialised in OTC products, and has since 1998 very successfully launched several oral health products. BioGaia ProDentis will be marketed to dental professionals.

"Both dentists and patients have long been seeking an alternative to chemical and antibacterial products. BioGaia ProDentis is the world's first clinically documented probiotic for oral health, and we look forward to joining forces with BioGaia," says Gary Hockley, President of Ivodent.

"South Africa is one of our most successful markets. Ivodent is an ideal complement to our existing partnership with Akacia, since the company has good experience of sales and marketing to dental professionals," says Peter Rothschild, President of BioGaia.

Oral Company operates in the Netherlands, Belgium and Luxembourg and is specialised in innovative oral health products for the consumer market.

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. www.biogaia.com

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“BioGaia ProDentis is currently the world’s only clinically documented probiotic for oral health. And since several world-leading researchers that we collaborate with support the product, it was easy to begin working with BioGaia,” says Mike Kessler, dentist and co-owner of Oral Company.

The oral health products contain BioGaia’s patented and well studied probiotic *Lactobacillus reuteri* Prodentis. Today BioGaia’s oral health products are sold in 12 countries worldwide.

For additional information please contact

Peter Rothschild, President, telephone: +46 8 555 293 00

Latest press releases from BioGaia

2012-05-14	BioGaia initiates investigative study in type 2 diabetics
2012-05-09	Annual General Meeting of BioGaia
2012-05-08	Interim report 1 January-31 March 2012

BioGaia has published this information in accordance with the Swedish Securities Market Act. The information was issued for publication on 15 May 2012, 02:00 pm CET.

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