

## BioGaia signs exclusive distribution agreement in South Korea

**BioGaia has signed an agreement with Dong Sung Pharmaceutical Company Ltd, for the exclusive rights to sell BioGaia's ProTectis baby drops and ProTectis and Gastrus tablets through the retail pharmacy channel in South Korea from 2013. The products will be sold under BioGaia's own brand.**

Dong Sung is a leading South Korean pharmaceutical manufacturer founded in 1957. The company was made public in 1990 and has a large medical sales force visiting paediatricians and internists, including gastroenterologists.

The partnership with Dong Sung will significantly improve BioGaia's existing distribution coverage in South Korea with sales through the retail pharmacy channel. BioGaia's existing partner will continue covering the multi-level marketing channel.

Both the BioGaia ProTectis baby drops and the BioGaia ProTectis tablets contain BioGaia's patented and well researched probiotic strain *Lactobacillus reuteri* Protectis. Today BioGaia's finished products are available in around 60 countries. BioGaia Gastrus is a new product that is currently being investigated in patients with *Helicobacter pylori* infection.

"We are pleased with the new agreement as it means that our products will be available in our traditional distribution channel in a market with good potential; South Korea has 50 million inhabitants and is ranked as the country with the 15<sup>th</sup> strongest purchasing power in the world", says Peter Rothschild, Chief Executive Officer, BioGaia.

### For additional information please contact

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### Latest press releases from BioGaia

2013-04-26	Annual general Meeting of BioGaia
2013-04-26	BioGaia AB Interim report 1 January-31 March 2013
2013-03-21	Notice to attend the Annual General Meeting of BioGaia AB

BioGaia has published this information in accordance with the Swedish Securities Market Act. The information was issued for publication on 7 May 2013, 2:00 pm CET.

**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](http://www.biogaia.com)**