

**OptiBiotix Health plc
("OptiBiotix" or the "Company")**

Consumer study of LP_{LDL}® in CholBiome® products

OptiBiotix Health plc (AIM: OPTI), a life sciences business developing compounds to tackle obesity, high cholesterol, blood pressure, diabetes, announces that its wholly-owned subsidiary, ProBiotix Health Ltd. ("ProBiotix"), has carried out a consumer study (n=46) on its CholBiome® products.

CholBiome®X3 and CholBiome®BP are ProBiotix's patented and proprietary formulations developed to reduce cardiovascular disease risk using the probiotic strain LP_{LDL}®, on which a third double-blind, randomised, placebo-controlled human clinical study was recently published documenting a statistical significant effect of LP_{LDL}® in reducing total cholesterol, LDL-cholesterol and APO-B : [Third human clinical trial LPLDL® in hypercholesterolemic adults - ScienceDirect](#). (RNS: 18 January 2022)

Human studies are essential in providing a scientific, clinical, and statistical evidence base for use of an intervention in a controlled environment. However, it's important to check these findings reflect the real-world use of products which is best assessed by receiving structured feedback from consumers of a product.

The consumer study was carried out by contacting customers who purchased CholBiome® products from the website <https://optibiotix.online>.

The results of the survey are shown below:-

- I. 96% of consumers who had taken CholBiome®X3 and who had measured their total cholesterol levels reported that their levels had reduced. Of these:-
 - a. 17% reported reductions in total cholesterol of >30%
 - b. 50% reported reductions in total cholesterol of between 16-30%
 - c. 29% reported reductions in total cholesterol of between 1-15%
- II. 88% of consumers stated that their LDL-cholesterol (bad cholesterol) had been reduced (with 8% not knowing their LDL cholesterol levels).

- III. This level of reduction was sustained with 93% of users who took the product for more than 1 year reporting reduced levels of total and LDL cholesterol.
- IV. No consumers taking CholBiome®X3 reported any side effects or tolerance issues.

These results build upon a consumer study carried out in Dec 2019 (n=20) on CholBiome®X3 in which 95% of users stating that the product was effective, and 90% reporting they would recommend the product to family and friends.

Mikkel Hvid-Hansen, Commercial Director of Probiotics, commented: *"The combination of scientific, clinical, and consumer studies on LP_{LDL}®, and formulations like the CholBiome® product range provide a growing body of evidence for its safe and effective use in reducing biomarkers of cardiovascular risk like total cholesterol, LDL cholesterol, and Apolipoprotein B. We now have five scientific publications, three human studies, two consumer studies and numerous positive product reviews which gives us confidence in the use of LP_{LDL}®. We now feel we have evidence broadly comparable to Phase I/II pharmaceutical studies which we can use to open up further partnering or licensing opportunities for use of LP_{LDL}® as an OTC product by itself or in combination with existing treatments (e.g. statins), or as a drug biotherapeutic in markets outside the USA."*

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