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OptiBiotix Health PLC
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OptiBiotix Health plc
("OptiBiotix" or the "Company" or the "Group")

New health claims for SlimBiome® in Australia

OptiBiotix Health plc (AIM: OPTI), a life sciences business developing compounds to tackle obesity, cardiovascular disease and diabetes, announces additional new health claims for SlimBiome® containing products in Australia. This will help to further differentiate and advance their market share in health & wellness, sports nutrition and weight management markets.

In accordance with the Australia New Zealand Food Standards Code ("FSANZ"), OptiBiotix has completed a systematic review of the scientific literature for its prebiotic weight management aid SlimBiome® which allows it to make four new general level health claims on their product packaging and general advertising. These claims are:

- SlimBiome® contributes to the enhancement of the feelings of fullness and helps you stay fuller for longer
- SlimBiome® contributes to the enhancement of satiety, feelings of fullness, reduced feelings of hunger, food cravings and the desire to eat
- SlimBiome® supports digestive health by maintaining and/or improving the gut microbiome, by promoting gut microbiome diversity and a healthy intestinal bacterial balance
- SlimBiome® supports and improves digestive health by promoting the growth and diversity of beneficial bacteria in the gut

The systematic review evaluates whether there is sufficient evidence to establish a relationship between a food or property of food and a health effect (food-health relationship) and includes an extensive review and ranking of data, assessment of quality of the studies and preparation of a dossier to meet requirements of Schedule Six of the FSANZ.

The extensive dossier built by OptiBiotix enables OptiBiotix partners in Australia to notify FSANZ and apply these claims to communicate the key Unique Selling Points (USPs) of their products containing SlimBiome® which will help differentiate their products from, and gain market share against, mainstream competitors and stand out in the health & wellness, weight management and sports nutrition categories.

SlimBiome® is a patented prebiotic weight management aid used as such or in formulated products in the health & wellness, sports nutrition and weight management categories. SlimBiome® is supported by independent human clinical studies which show it reduces hunger, cravings for sweet and savoury foods, and fat intake. It helps people stick to the diet plan they have undertaken. Consumers who used SlimBiome® in combination with a calorie restricted diet experience a relief from feeling hungry and have fewer cravings for food, leading to easier and more sustainable dieting and lose on average an additional 2kg of fat per month, improving body composition.

SlimBiome® has achieved multiple industry awards. The three major awards are: European Weight Management Ingredient of the Year (NutraIngredients 2018), Asia Weight Management Ingredient of the Year (NutraIngredients 2019), and most recently, best weight management product in the USA (Nutrition Industry Executive Award 2021). *Depending on the market, SlimBiome® is also marketed under tradenames OptiBiome® and LeanBiome®.*

René Kamminga, CEO of OptiBiotix Limited, a wholly owned subsidiary of OptiBiotix Health plc, commented: *"This important step forward enables our customers in Australia to notify FSANZ through a simple process and make health claims that are meaningful to their consumers that clearly differentiate their products from mainstream competition. It demonstrates our commitment to grow with our chosen customers and this will further accelerate the growth in our market position in Australia both online and offline in pharmacy and retail channels.*

SlimBiome® now carries health claims with the European Food Safety Authority (EFSA), with Health Canada and FSANZ, some of the most challenging regulatory environments worldwide. It truly gives brands in health & wellness, sports nutrition and weight management the science to stand out in their category. I want to specifically thank our scientific and regulatory team who put a great effort in to make this possible."

For further information, please contact:

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