RNS Number : 8947Y
OptiBiotix Health PLC
07 January 2020

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

Launch of a SlimBiome® containing product range with Holland & Barrett

OptiBiotix Health plc (AIM: OPTI), a life sciences business developing compounds to tackle obesity, high cholesterol, diabetes and skincare, announces the launch of a product range containing OptiBiotix's SlimBiome® proprietary weight management technology under the SlimBiome® brand with Holland & Barrett ("H&B").

H&B (www.hollandandbarrett.com) is a chain of health food shops with over 1,300 stores in 16 countries. Their SlimBiome® product range (https://www.hollandandbarrett.com/shop/brands/slimbiome/) will be initially sold in the United Kingdom, Republic of Ireland, Netherlands, Belgium and Sweden.

This launch of SlimBiome® is the first with a major retailer. H&B is an ideal partner because of their knowledge and experience in marketing functional food supplements. This partnership helps build product awareness, enhances product credibility, and builds brand identity, which helps advance commercial discussions in overseas markets.

Dr. Fred Narbel, Managing Director of OptiBiotix's prebiotics division, commented: *"We are very pleased to announce this agreement with Holland & Barrett, the first with a major retailer for SlimBiome®. Partnering with a company which has the retail experience, marketing reach, and the size of H&B increases exposure and awareness of SlimBiome®, both nationally, and internationally. This helps build brand awareness and as sales volumes increase, will lower the cost of goods. This is another step in building sales of SlimBiome® across the world as we leverage newsflow of launches and awards and look to replicate similar deals in North America, India, Australia, and other major territories in 2020."*

For further information, please contact:

OptiBiotix Health plc www.optibiotix.com
Stephen O'Hara, Chief Executive *Contact via Walbrook below*

finnCap (Broker) Tel: 020 7220 0500
Geoff Nash / Kate Bannatyne (Corporate Finance)

Camille Gochez (Corporate Broking)

goetzpartners securities Limited Tel: 0203 859 7725
Ulrich Kinzel

Walbrook PR Ltd Mob: 07876 741 001
Anna Dunphy

About OptiBiotix - www.optibiotix.com

OptiBiotix Health plc (AIM: OPTI), which was formed in March 2012, brings science to the development of compounds which modify the human microbiome - the collective genome of the microbes in the body - in order to prevent and manage human disease and promote wellness.

OptiBiotix has an extensive R&D programme working with leading academics in the development of microbial strains, compounds, and formulations which are used as active ingredients and supplements. More than 20 international food and healthcare supplement companies have signed agreements with OptiBiotix to incorporate their human microbiome modulators into a wide range of food products and drinks.

OptiBiotix is also developing its own range of consumer supplements and health products. The Company's current areas of focus include obesity, cardiovascular health, and diabetes.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lseg.com or visit www.rns.com.

END

NRAFLFFELAIRIII