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OptiBiotix Health PLC
25 February 2020

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

Marketing update

OptiBiotix Health plc (AIM: OPTI), a life sciences business developing compounds to tackle obesity, high cholesterol, diabetes and skincare, provides the following marketing update.

SlimBiome® is Generally Recognized as Safe ("GRAS")

OptiBiotix has self-affirmed its patented SlimBiome® ingredient is GRAS per US Code 21 CFR 170.30. This affirmation is based on a complete evaluation of all ingredients and processes used to manufacture SlimBiome® and confirmation of GRAS status for all materials used in the SlimBiome® formulation. GRAS status is a United States Food and Drug Administration (FDA) requirement for any ingredient or additive used in food products sold in the United States.

Online Subscription Service

OptiBiotix has introduced a subscription service for its on line store www.optibiotix.online. The service allows customers to subscribe to repeat orders and benefit from a discount on product and delivery costs. Currently the first order is 10% off, with subsequent orders thereafter at a 15% discount to help encourage continual subscription. The subscription service has been introduced to improve customer convenience and help OptiBiotix determine future demand allowing better inventory management, and support ongoing supplier discussions to reduce the cost of goods and improve margins.

Investor discount code INVESTOR20

OptiBiotix appreciates the ongoing support and feedback from its investors on existing and new products. This helps the Company improve existing products (e.g. a new smaller CholBiomeX3 tablet), and feeds directly into its new product development pipeline. It plans to launch a range of new products with retail partners, and on its online store in the coming months. These include a range of healthy snacks (e.g fruit and fibre gummies) under the SnackSmart™ brand, pancake mixes, a new blueberry and raspberry snack bar, and an extension of its breakfast range to include porridge containing SlimBiome®.

In recognition of the valuable feedback OptiBiotix receives from its investors, and to broaden investor engagement in the development of new products and the success of OptiBiotix, the Company has created a new discount code, INVESTOR20. This gives investors 20% off the list price of the online product when spending over £45.

The code cannot be used with other discount codes but can be used with the subscription service. This means that investors who subscribe and use the INVESTOR20 code can get 30% off all products (10% for subscribing and 20% off with the investor code). The code is valid for one month which may be extended or new codes offered to support product launches.

Stephen O'Hara, CEO of OptiBiotix, commented: *"OptiBiotix is pleased to update investors on a number of developments which support the commercialisation of its ingredients and products. Self affirming SlimBiome® as GRAS will support commercialisation of SlimBiome® as a food ingredient in the $7.6bn (2020, Statistica) food and beverage market in the USA. The subscription service and investor discount code is designed to improve customer convenience, improve inventory management, and support the development and launch of a range of new products on* www.optibiotix.online *and with retail partners in future months."*

For further information, please contact:

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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.

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