

BioGaia terminates the distribution contract with its partner in France to take the business direct

In line with its long-term strategy to market and sell its product through own subsidiaries in certain prioritized markets, BioGaia AB has terminated the contract with its current partner in France in accordance with terms of the contract. The company is preparing to launch the business directly through its own subsidiary in France later this year.

Currently, nearly half of the population in France has consumed probiotics within the past 24 months. A growing health consciousness among French consumers has led to increased recognition of the benefits of high-quality, scientifically validated probiotics for digestion, immunity, and emotional well-being.

“While the termination of the distribution contract may lead to short-term sales disruptions, we remain committed to strengthening our presence and market position in France and follow through on our long-term strategy to go direct in certain markets, where the conditions are favorable”, says Theresa Agnew, President and CEO, BioGaia AB.

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About BioGaia

BioGaia is a Swedish probiotic company that has been at the forefront of microbiome research for more than 30 years. BioGaia develops, markets, and sells probiotic products focused on gut health, immune health, and oral health. The products are sold through local distribution partners or via own distribution in over 100 markets. The



Press release January 16, 2025

class B share of the Parent Company BioGaia AB is quoted on the Mid Cap segment of Nasdaq Stockholm. [biogaigroup.com](https://www.biogaigroup.com)