



23 May 2023

Changes to distribution relationship in North America

Following a review of the North American (USA and Canada) probiotic ingredient market, a decision has been made to consolidate our representation in this important market.

Since entering a strategic partnership and licensing agreement with Probi AB in July 2021, Blis has been represented by both Stratum Nutrition and Probi AB for ingredient sales in North America. To reduce the potential for customer confusion in market and drive efficiency in the supply chain to support long term growth, the revised approach will be to work with Probi AB servicing existing ingredient customers and securing new business.

Blis has worked with both parties to develop a transition plan to transfer existing customers and leads to Probi and ensuring service levels and selling activity is maintained, with a handover date of 1 August 2023.

Blis has had a long standing, mutually beneficial distribution relationship with Stratum Nutrition. Blis CEO Brian Watson said "We would like to acknowledge the positive contribution Stratum Nutrition has made to our business in North America. The Stratum team have always been professional and a pleasure to work with. This decision has been made to streamline our customer engagement in market and set ourselves for longer term growth."

Ends

For further information, please contact:

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About Blis Technologies Ltd

Delivering proven health benefits through evidence-based, advanced probiotics

Blis Technologies is an NZX-listed manufacturer of advanced probiotic strains that go beyond the gut. Combining innovation with evidence-based research and the highest quality production controls enables the delivery of probiotic solutions for specific health targets including throat health, halitosis (bad breath), immune support, teeth and gum health and skin health. BLIS® products are sold throughout New Zealand and in Asia, Europe and the USA. More information about Blis Technologies Ltd can be found at www.blis.co.nz.