

PRESS RELEASE

ZINZINO

Corporate no. 556733-1045

FAO: News Editor

Gothenburg 2020-10-08

ZINZINO AB (PUBL): Zinzino Hong Kong launch

Zinzino is very proud to announce the launch of Hong Kong as the first Zinzino market to be opened as new business in Asia.

Hong Kong is a strategic important market for Zinzino Asia to achieve solid growth rates in the foreseen future.

"We expect a lot from the Asian market and this is the reason why we acquired VMA Life with direct selling operations in Hong Kong, Thailand, Taiwan, Singapore and Malaysia end of 2019. This is truly exciting and we are ready to begin a new chapter in our company", says CEO Dag Bergheim Pettersen.

Zinzino is a direct selling company with a focus on test-based, scientifically proven nutrition and health products. The company has high growth ambitions with a goal to reach 1 million customers before 2025 and 20 million by 2035. Zinzino is currently operating in more than 35 markets and focuses on global expansion.

For more information:

Dag Bergheim Pettersen CEO Zinzino +47 (0) 932 25 700, zinzino.com

Fredrik Nielsen CFO Zinzino +46 707 900 174, fredrik.nielsen@zinzino.com

Pictures for publication free of charge:

Marcus Tollbom +46 (0) 70 190 03 12, marcus.tollblom@zinzino.com

Certified Adviser: Erik Penser Bank Aktiefbolag, +46 (0) 8 463 83 00, email: certifiedadviser@penser.se

Zinzino AB (publ.) is a global Direct Sales company that markets and sells test-based nutrition, skincare and life-style products. Zinzino owns the research unit BioActive Foods AS and production unit Faun Pharma AS. Zinzino is based in Gothenburg, with additional offices in Finland, Latvia, Norway, USA, Australia and Hong Kong. Zinzino is a public company and its shares are listed on Nasdaq First North Premier Growth Market.