



PRESS RELEASE 150307

ALGAE PIONEER SIMRIS LAUNCHES CONSUMER BRAND

Pioneering agribusiness Simris Alg launched its first consumer products today. The Swedish algae farmers' exclusive omega-3 supplements and superfoods will be sold through retail stores and Simris' own web shop.

The brand's flagship product line Simris® Algae Omega-3 is a 100% plant-based and sustainable alternative to fish oil and krill, with the same healthy omega-3 EPA and DHA. The unique nutritional supplements boast locally farmed ingredients, superior product quality and outstanding design.

Simris® Select is a set of beautifully packaged algae-based food products, which have been handpicked from algae farmers around Europe. The line consists of classic superfood products like chlorella, and novelties such as sundried spirulina, chlorella crispies, vegan-friendly astaxanthin and algae teas.

The products are manufactured with algae from Simris' own algae farm in Southern Sweden, as well as from European algae farmers in the company's network. By combining algae expertise with a lifestyle perspective, fashion and design, Simris has created a unique offering for health- and trend-conscious consumers.

"Algae and algae products are really hot right now," says CEO Fredrika Gullfot. "As algae farmers, we should be forerunners, and we're proud to be launching some truly novel stuff today. Our mission is to make people fall in love with algae!"

The launch is initially targeted at the Swedish market, and international markets will follow soon.

ABOUT SIMRIS

Simris Alg AB is a pioneering agribusiness in Southern Sweden that develops and produces health products from farmed algae. The company was founded in 2011 by biotechnologist Fredrika Gullfot, PhD. Simris' main focus is omega-3 EPA and DHA from algae, as a plant-based and ethically sustainable alternative to fish oil, marketed under the brand Simris® Algae Omega-3. Simris was appointed one of Sweden's 33 hottest tech startups 2014, and has received numerous awards for entrepreneurship, engineering excellence, and environmental sustainability.

For more information and high resolution images, contact:

Fredrika Gullfot +46 761 345 474 gullfot@simrisalg.se
CEO Simris Alg AB