

## PROBIOS TO ACQUIRE 100 % OF BIOTOBIO

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**Probios**, the Italian company specialized in healthy food, announces the acquisition of 100% of BiotoBio with the support of **Agreen Capital**, a move that **significantly strengthens its position in the European health and wellness food sector**. BiotoBio, previously a reference company in the EcorNaturaSi ecosystem, is a leader in marketing organic, healthy, and free-from food products. The portfolio acquired includes the leading brands **Baule Volante, Finestra sul Cielo, Fior di Loto, and Vivibio**.

This is a “transformational” deal in the words of Probios management and a key move in the strategic plan of Probios and Agreen Capital to consolidate a leading organic, healthy, and free-from food hub in Europe. EcorNaturaSi will retain a minority shareholding in the new hub.

“This acquisition – so far the main M&A transaction of the year in the Food Health & Wellness sector – takes Probios Group revenue past the 100 million euros mark in just over a year” states **Andrea Rossi**, President of Probios and Managing Partner of Agreen Capital. “It significantly strengthens our Group’s positioning within its target market by integrating brands of superior quality and potential. The prestigious names of our partners in this project and the strong interest demonstrated by several others reconfirm the strong focus on sustainability, ESG principles, and consumer wellness, all of which are the cornerstones of our investment strategy. We now aim for further industrial and international acquisitions.”

**Renato Calabrese, CEO** of Probios says: “We are proud to have created a pan-European group which has nutrition, wellness, and sustainability at the core of its mission. We aim to boost an extraordinary portfolio of brands known for their quality, innovation and solid ties to the Italian agricultural and production chains. In the coming months, we will focus on implementing our ambitious strategic plan, which includes consolidating our national and international commercial presence and strengthening the Group’s industrial footprint simultaneously.”

The Tuscan company has recently revamped its visual identity with a new logo and graphic design to enhance the shopping experience for its 850 plus signature products. Probios boasts the widest selection of "gluten-free" products in the market and it is recognized for its innovative claims such as "nickel free" and "no added sugar," as well as its low carb "Keto" and "Protein" lines. Using mainly Italian raw materials and a controlled supply chain to grow high-quality vegetable products, Probios promotes a sustainable agronomic system that respects soil and biodiversity.

Probios has established itself as a key player in the nutrition world. By leveraging some of Italy’s most representative organic brands, it is poised to become a leader among the industry’s most virtuous companies in the sector and an ambassador for Made in Italy in Europe and beyond. The company’s ambitious goal is to become a reference point in the health and wellness food sector, appealing to an increasingly diverse target audience. This includes those who have long been conscious of the importance of healthy eating as well as environmentally-conscious purchasing managers who, in recent years, have increasingly embraced products that balance taste, wellness, and eco-friendly practices.

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### Probios

Probios, Italy’s leading Benefit company in health, free-from, and organic food, is based in Calenzano, just a few kilometers from Florence, and operates in 47 countries worldwide. For over 45 years, it has been offering exclusively organic foods, using mainly Italian raw materials. Its product lines, known for their high health benefits, clean label, and free-from content, are ideal for those following specific diets (gluten-free, high-protein, vegan, sugar-free, and nickel-free). The company combines the search and selection of high-quality organic raw materials, ensuring balance and originality in all recipes. The result is a wide range of products that guarantees

balanced and tasty options to consumers, capable of satisfying the most demanding palates. In 2021, Probios adopted the Benefit Society model, stating, in its Articles of Incorporation, its commitment to generating a positive impact for people and the planet beyond any business opportunities.

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