



28TH February, 2019

**Byotrol Plc
("Byotrol" or the "Company")**

APPROVAL FOR NEW LONG-LASTING ANTI-MICROBIAL PRODUCT VARIANTS
FROM EPA AND ALL US STATES

RETAIL TRIAL WITH TARGET TO BE EXTENDED TO MORE STORES FROM APRIL, 2019

Byotrol plc, the specialist anti-microbial technology company, is pleased to announce that it has completed the product registration process in the US for two new, improved versions of its 24-hour germ-kill surface sanitizer, 'Byotrol24'.

The new variants include proprietary, newly-developed long-lasting fragrances to give a strong sensory cue to consumers that the product continues to work for 24 hours.

With the approvals in place, Byotrol is now able to supply the new variants to its US retail partner Target, which will be putting them on shelf in 207 stores – increased from 156 - from April, 2019.

Additional fragrance versions of Byotrol24 are currently under development and are likely to lead to a further-broadened product range, including a re-positioned un-fragranced version, from October 2019

David Traynor, Chief Executive of Byotrol plc comments:

"We have learnt a lot about US consumer requirements for products of this type and are now tailoring Byotrol24 based on those learnings. This includes working closely with specialist US fragrance houses that are highly-attuned to US consumer tastes.

We are very encouraged that Target is now putting us into many more of its stores and we are now also talking to other potential US retailers. The US opportunity remains substantial and we continue to make very good progress, but we will remain cautious on spending until we have material revenue traction."

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The information communicated in this announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) No. 596/2014.

Notes to Editors:

Byotrol plc (BYOT.L), quoted on AIM, is a specialist anti-microbial technology company, operating globally in the Food, Industrial, Healthcare and Consumer sectors, providing low toxicity products with a broad-based and targeted efficacy across all microbial classes; bacteria, viruses, fungi, moulds, mycobacteria and algae.

Byotrol's products can be used stand-alone or as ingredients within existing products, where Byotrol can significantly improve their performance, especially in personal hygiene, domestic and industrial disinfection, odour control, food production and food management.

Byotrol develops and commercialises technologies that create easier, safer and cleaner lives for everyone. For more information, please go to www.byotrol.co.uk