

November , 2011

### **Yakult Establishes Science Foundation in India**

Yakult Honsha Co., Ltd. (Chairman, Representative Director, and CEO: Sumiya Hori) today announced that the Company and Danone of France (Chairman and CEO: Franck Riboud) established "Yakult India Microbiota and Probiotic Science Foundation" (the "Foundation"), as part of the activities undertaken by the "Global Probiotics Council," which was formed jointly by the two companies. The objectives of the Foundation are to promote probiotic researches in India, exchange scientific knowledge, and disseminate the concept of probiotics over a wide area.

Starting in this year, the newly established Foundation will host the Probiotics Symposium, which has been held in India every year since 2007 under the co-sponsorship of Yakult Honsha and Danone, with the view to spreading and promoting probiotics.

The following is the outline of the Foundation.

#### 1. Outline of the Foundation

##### (1) Name

Yakult India Microbiota and Probiotic Science Foundation

##### (2) Date Founded

November 9, 2011

##### (3) Founding Members

Dr. N. K. Ganguly      President of JIPMER<sup>\*1</sup> / former Director General of ICMR<sup>\*2</sup>

Dr. G. B. Nair      Executive Director of Translational Health Science and Technology Institute / former Director of NICED<sup>\*3</sup>

Dr. S. K. Bhattacharya      Former Vice Director General of ICMR/Senior Consultant for WHO<sup>\*4</sup>

Dr. B. S. Ramakrishna      Professor at Christian Medical College

Dr. A.K. Srivastava	Director of National Dairy Research Institute
Dr. S. Gopalan	Senior Consultant at PSRI Hospital <sup>*5</sup>
Dr. B. Sesikeran	Director of National Institute of Nutrition
Dr. P. Abraham	Senior Consultant at Hinduja Hospital
Dr. N. Hajela	Science Manager, YDI <sup>*6</sup>

\*1. JIPMER: Jawaharlal Institute of Postgraduate Medical Education & Research

\*2. ICMR: Indian Council of Medical Research

\*3. NICED: National Institute of Cholera and Enteric Diseases

\*4. WHO: World Health Organization

\*5. PSRI: Pushpawati Singhanian Research Institute

\*6. YDI: Yakult Danone India Pvt. Ltd.

#### (4) Main Purposes of Activity

- (a) Organizing symposiums for the dissemination of probiotics and exchange of scientific knowledge
- (b) Holding governing body and governing council meetings for the development and implementation of symposium programs
- (c) Publishing and marketing symposium records
- (d) Streaming symposium webcasts

#### 2. Schedule of 2011 Symposium

- (1) Date: December 10–11, 2011
- (2) Venue: Hotel Leela Kempinski Mumbai
- (3) Theme: “Health Impact of Probiotics”
- (4) Participants: Approx. 150 persons incl. internal medicine physicians, pediatricians, and microbiologists in India

#### 3. Activity Funding

Activities of the Foundation are funded evenly by its supporting companies, Yakult Honsha and Danone.

#### [Supplemental information]

##### 1. Global Probiotics Council

The Global Probiotics Council (GPC) was established in 2004 through a collaborative arrangement between Yakult Honsha Co., Ltd. and Danone. The role

of the GPC is to promote and/or advance probiotics in the world.

Meetings of GPC are held semiannually, once in Japan and once in France, attended by three members from Yakult Honsha and the same number of members from Danone (six members in total).

2. Yakult Honsha's business operations in India

In 2008, Yakult Danone India started commercial sale of "Yakult" in Delhi, for the first time in India. Currently, in the Delhi area and Mumbai, the products are delivered by Yakult Ladies or sold over the counter (OTC) in supermarkets, etc.; in Bangalore, they are available only on an OTC basis.

In fiscal 2010, approx. 30,000 bottles of Yakult were sold daily, a 150% increase from the year earlier. Its sales have been increasing steadily, to approx. 60,000 bottles a day as of October 2011.