

March, 2012

Home Delivery Sales by Yakult Ladies to Start in Tianjin, China
—To further develop the Tianjin market and establish a model in North China—

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that Yakult (China) Co., Ltd. would start home delivery sales of the Yakult fermented milk drink by Yakult Ladies in Tianjin, China, on March 26, 2012.

In China, Guangzhou Yakult Co., Ltd. started home delivery sales in Guangzhou in 2003, followed by Shanghai Yakult Co., Ltd. in Shanghai in 2005 and Beijing Yakult Co., Ltd. in Beijing in 2007. As of the time of this announcement, there are a total of 53 home delivery centers in the above three cities in China with about 1,500 Yakult Ladies delivering Yakult to households.

In Tianjin, where Yakult has been being sold at retail stores including supermarkets since April 2007, Yakult China will establish a service center for offering home delivery service and Yakult Ladies will start delivering the Yakult fermented milk drink to households.

Behind the move are external factors including the high purchasing power of Tianjin, rapid rise in health awareness and population concentration as well as improvements in the environment for further promoting Yakult such as growing name recognition of Yakult in the city and the start of factory tours of Tianjin Plant, which became operational in August 2011. Based on these factors, it was determined that value dissemination activities centered on communication through home delivery would be effective in the city.

Yakult aims to bring about synergies between retail store sales and home delivery sales by Yakult Ladies to further promote and spread the Yakult fermented milk drink in Tianjin and make it a model for developing customers in North China.

The profiles of Yakult (China) Co., Ltd. and its Tianjin branch are as follows:

1. The home delivery service in Tianjin, China

- (1) Name of the center: Xiawafang Center
- (2) Start of home delivery sales: March 26, 2012
- (3) Location: 1-28, Xinchang Building, Xilouhou Avenue,
Hexi District, Tianjin
- (4) Sales plan: 1,400 bottles per day in fiscal year 2012

2. Profile of Yakult (China) Co., Ltd.

- (1) Name: Yakult (China) Co., Ltd.
- (2) Location: Shanghai, China
- (3) Representative: Susumu Hirano
- (4) Capitalization: US\$134,356,000 (100% invested by Yakult Honsha Co., Ltd.)
- (5) Established: April 12, 2005

3. Profile of Tianjin Branch, Yakult (China) Co., Ltd.

- (1) Location: 10, Zhendongxi Rd, West Xuzhuang Village,
Jinzhong Avenue, Dongli District, Tianjin
- (2) Branch manager: Hiromi Kimura
- (3) Established: November 13, 2006
- (4) Area under its management: Tianjin and surrounding cities in Hebei
Province