

December , 2012

Sales of Yakult to Start in Chengdu, China

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that Yakult (China) Co., Ltd. established a branch in Chengdu, Sichuan Province, in inland China and will start sales of the Yakult fermented milk drink from January 3, 2013, through retail outlets including supermarkets.

Located in western China, Chengdu is the capital of Sichuan Province with a population of about 11 million people. The city, which has prospered as a key economic and transportation center in western China through the ages, has continued to develop as the hub of national project Great Western Development Strategy.

A number of Japanese and foreign retailers have made their forays into the city of Chengdu. With the subway system becoming operational in 2010, it is a market with great potential for further development and a promising city for the Yakult Group to expand its business.

In Chengdu, some retail outlets, including those of Japanese supermarkets, have been selling Yakult and the opening of the branch will allow Yakult (China) to directly distribute the products. With the move, the Yakult Group will actively promote Yakult not only in the city but also in Sichuan Province.

In the first year of operations of the Chengdu Branch, it will distribute Yakult products in Chengdu and neighboring cities.

The profiles of Yakult (China) and Chengdu Branch are as follows:

