

July 2013

Sales of Yakult to Start in Da Nang and Surrounding Cities in Vietnam

—Yakult Vietnam to set up sales base in the largest commercial city in central Vietnam—

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that Yakult Vietnam Co., Ltd. would start selling the Yakult fermented milk drink in the city of Da Nang and other cities in its vicinity on August 1, 2013.

Sales of Yakult in Vietnam started in September 2007, when Yakult Vietnam began selling its product in Ho Chi Minh, the country's largest commercial city. Subsequently, the company made the product available in the capital city of Hanoi in May 2011 and Hai Phong and Bien Hoa in September 2012 to create and expand the probiotics market in the country.

Yakult was available in about 4,529 stores and there were 241 Yakult Ladies in Vietnam as of the end of June 2013.

Da Nang, a city directly governed by the central government, is the cultural and economic center of central Vietnam, with a population of approximately 900,000, which becomes approximately 3.5 million when the neighboring provinces are included. The city also has the country's third largest commercial port and is the gateway to the East-West Economic Corridor which stretches over neighboring Laos and Thailand. Da Nang has been developing as a transportation base and is an important market for accelerating the Yakult Group's business in the country.

By establishing an operating base in Da Nang, following other Vietnamese cities where Yakult is already available, and starting sales first through the retail channel, Yakult aims to further popularize the product and expand its business in the country.

The outline of the Yakult sales plan in Da Nang is as follows:

1. Product name: Yakult
2. Size/Package: 65 ml bottles; 5 bottles per package
3. Suggested Retail Price: 22,000 dong (approximately 103 yen) per package of 5 bottles
4. Commencement of sales: August 1, 2013
5. Sales Area: Da Nang and other cities in its vicinity
6. Sales Channel: Primarily retail stores

*We expect to be supplying to a total of about 400 outlets in December 2013. We will monitor the progress in the retail store sales and consider the timing for the launch of home

delivery sales.

7. Sales Target: 4,700 bottles per day (in December 2013)

[Reference]

1. Profile of Yakult Vietnam

Company Name: Yakult Vietnam Co., Ltd.
 Foundation: June 2006
 Commencement of Operations: September 2007
 Representative: Michio Kashiwaya
 Capital: 30.641 million U.S. dollars
 * 80% owned by Yakult Honsha and 20% by Groupe Danone (Danone Probiotics Pte. Ltd.)
 Sales: 153,457 bottles per day (June 2013)

2. Profile of the Socialist Republic of Vietnam

Population: 85.85 million (Central Population Census Steering Committee; April 2009)
 Area: 329,241 km² (Roughly equivalent to the land area of Japan excluding Kyushu)
 Capital: Hanoi
 Currency: Vietnamese dong (1 dong = 0.0046 yen as of the end of June 2013)

3. Profile of Da Nang

Population: Approx. 900,000
 Area: Approx. 1,256 km²

