

## Sales of Yakult Plus to Start in Belgium

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that it would launch Yakult Plus, a high value-added fermented milk drink, in Belgium on May 12.

Yakult Plus offers added values of dietary fiber and vitamin C to regular Yakult so as to cater to increasingly health conscious consumers. Furthermore, the number of calories in Yakult Plus has been reduced by 30% compared with regular Yakult and has been given a whole new taste with a yoghurt flavor being added to it. In Europe, the product has been marketed in Germany and Austria since September 2013, and the Netherlands from March this year, making Belgium the fourth country where Yakult Plus is made available.

Yakult Europe B.V. will produce Yakult Plus and Yakult Belgium will sell the product through retail stores in the country.

The outline of the Yakult Plus sales plan in Belgium is as follows:



1. Product name: Yakult Plus
2. Size/Package: 65 ml bottles; 7 bottle packages
3. Commencement of sales: May 12, 2014
4. Sales Area: Throughout Belgium
5. Sales Channel: Store sales primarily through supermarkets and other retail stores

### [Reference]

1. Profile of Yakult Europe B.V.
  - Company name: Yakult Europe B.V.
  - Foundation: March 18, 1996
  - Location: Almere, the Netherlands
  - President: Hiroshi Suzuki
  - Number of employees: 117
2. Profile of Yakult Belgium S.A./N.V.
  - Company name: Yakult Belgium S.A./N.V.
  - Start of operations: April 1, 1995
  - Location: Brussels, Belgium
  - President: Bart Degeest
  - Number of employees: 6