

Sep 2014

Sales of Yakult to Start in Harbin, Heilongjiang Province, China

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that sales of the Yakult fermented milk drink would start in Harbin, Heilongjiang Province, in China from October 1.

Yakult (China) Corporation's nearby Changchun Branch in Jilin Province will supply the products to be sold in Harbin.

Harbin is the capital of Heilongjiang Province located in the northeastern part of China and has a population of 9.95 million. With domestic mass retailers opening stores one after another and foreign retail chains making forays into the city in recent years, Harbin is considered to be a promising market.

An outline of the sales plan for Harbin and the profiles of Yakult (China) Corporation and Changchun Branch are as follows:

1. Outline of sales plan for Harbin, Heilongjiang Province

- (1) Start of sales: October 1, 2014
- (2) Marketing method: Through retail outlets such as supermarkets
- (3) Sales target: 1,000 bottles per day in FY2014 (from October to December 2014)
9,000 bottles per day in FY2015 (from January to December 2015)

2. Profile of Yakult (China) Corporation

- (1) Name: Yakult (China) Corporation
- (2) Location: Shanghai, People's Republic of China
- (3) Representative: Susumu Hirano
- (4) Established: April 12, 2005
- (5) Capitalization: US\$219.72 million (wholly owned by Yakult Honsha Co., Ltd.)
- (6) Employees: 1,383 (as of the end of July 2014)

3. Profile of Changchun Branch, Yakult (China) Corporation

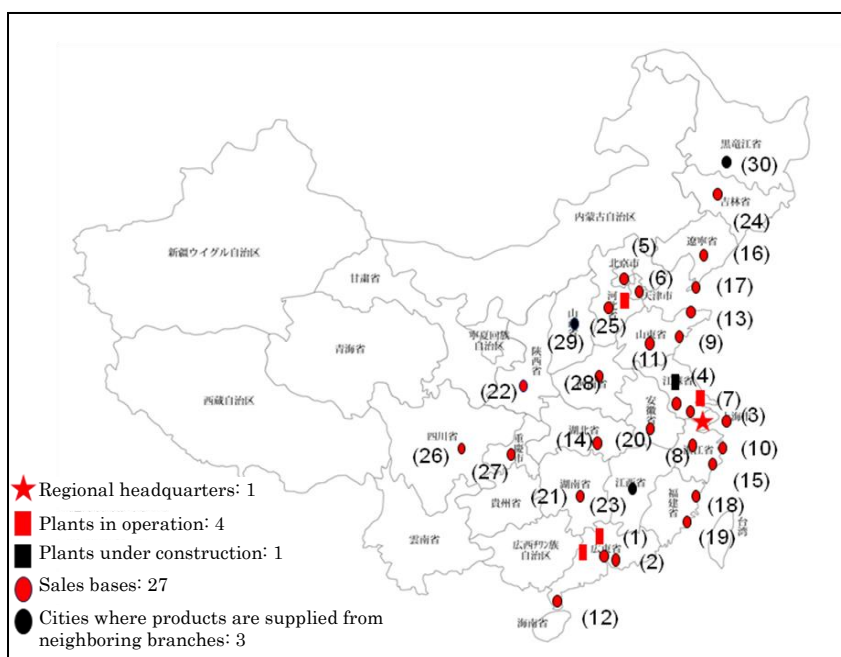
- (1) Location: Jingyue National High-tech Industrial Development Zone, Changchun, Jilin Province
- (2) Branch manager: Xuan Ri Yong
- (3) Established: February 10, 2014
- (4) Areas managed: Changchun and surrounding cities

[Reference]

1. Map of area around Harbin



2. Sales areas in China



(1) Guangzhou, (2) Shenzhen, (3) Shanghai, (4) Nanjing, (5) Beijing, (6) Tianjin, (7) Suzhou, (8) Hangzhou, (9) Qingdao, (10) Ningbo, (11) Jinan, (12) Zhanjiang, (13) Yantai, (14) Wuhan, (15) Wenzhou, (16) Shenyang, (17) Dalian, (18) Fuzhou, (19) Xiamen, (20) Hefei, (21) Changsha, (22) Xi'an, (23) Nanchang, (24) Changchun, (25) Shijiazhuang, (26) Chengdu, (27) Chongqing, (28) Zhengzhou, (29) Taiyuan, (30) Harbin

* There are 27 sales bases. Products for Nanchang are supplied from Wuhan Branch, for Taiyuan from Shijiazhuang Branch and for Harbin from Changchun Branch.