

July 2015

## Sales of Sofúl LT (Drink Type) Start in Mexico

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that its subsidiary Yakult S.A. De C.V. (Mexico) would start sales of Sofúl LT, a drink-type yogurt with reduced calories, on August 3.

In recent years, there has been growing awareness regarding health among the people of Mexico, and low-sugar, low-fat products are becoming popular. In response to this trend, following the introduction of Sofúl LT hard-type yogurt in May 2013, the company will replace all Sofúl drink-type products with Sofúl LT, which has more than 30% fewer calories than the current version.

The sales plan for Sofúl LT (drink type) in Mexico is as follows:



- |                            |   |
|----------------------------|---|
| 1. Product name:           | Sofúl LT (drink type)   |
| 2. Product variety:        | 3 types (natural, strawberry and mango flavors)                                       |
| 3. Content:                | Natural 208 g; Strawberry and Mango 209 g   |
| 4. Suggested retail price: | 6.00 peso (approx.47 yen) per bottle  |
| 5. Commencement of sales:  | August 3, 2015  |
| 6. Sales area:             | The metropolitan area of Mexico City and major regional cities                        |
| 7. Sales channels:         | Home delivery by Yakult Ladies and sales through retail stores including supermarkets |
| 8. Sales target:           | 140,000 bottles per day (daily average for the period of August to December 2015)     |

[Reference]

**Profile of Yakult Mexico**

Company name:	Yakult S.A. De C.V. (Mexico)
Established:	October 1981
Location:	Mexico City, Mexico
President:	Toru Ogawa
Employees:	3,170 (as of the end of June 2015)

**Overview of Sofúl LT (hard type)**

Product name:	Sofúl LT (hard type)
Product variety:	4 types (natural, strawberry, apple and mango flavors)
Content:	Natural 105 g; Strawberry, Apple and Mango 106 g
Container:	Paper cup
Suggested retail price:	5.60 peso (approx.44 yen) per cup
Sales area:	The metropolitan area of Mexico City and major regional cities
Sales channels:	Home delivery by Yakult Ladies and sales through retail stores including supermarkets