

COMPANY PROFILE



Yakult



2010-2011



Yakult

Continuously Evolving Yakult

2010 marks the 75th year of operations for Yakult.

Over the 75 change-filled years since we began manufacturing and selling Yakult fermented milk drinks in the Japanese city of Fukuoka, we at Yakult have evolved, appreciating new perspectives while always remembering our roots.

That adaptability has been a constant in everything we, as a company that contributes to human health, have accomplished since our earliest lactobacilli R&D and through the development of our food, cosmetics, and pharmaceutical businesses, and is fundamental to our current commitment to help solve global and social environmental problems.

Our mission at Yakult is to determine what must be preserved, what must give way to something new amid changing times, and continue evolving step by step to protect human health throughout the world to achieve the goal of Minoru Shirota, our founder.



Our corporate slogan, “In order for people to be healthy, everything around them must also be healthy.” incorporates the idea of considering the health of the global environment while contributing to the health and happiness of people throughout the world in all of our business activities.



Good health for as many people as possible

Dr. Minoru Shirota, Yakult's founder, focused his career on preventive medicine as a way to protect human health. After the investment of months and years of effort, he succeeded in strengthening and culturing a lactobacillus that was beneficial for human health.



Yakult's beginnings

Minoru Shirota, a Doctor of Medicine, began his medical studies in 1921 at Kyoto Imperial University (now Kyoto University). At the time, Japan had yet to achieve economic prosperity, and unsanitary conditions caused large numbers of children to die of infectious diseases.

Disturbed by that reality, Dr. Shirota, while still a medical student set his sights on the field of preventive medicine, which aims to help people avoid sickness, and started down the path of microorganism research.

In his research, Dr. Shirota discovered that lactobacilli were effective in suppressing harmful bacteria within the intestines. He later became the first to successfully strengthen and culture a strain of lactobacilli, which is now known as *Lactobacillus casei* strain Shirota.

Dr. Shirota, together with volunteers, then developed an inexpensive, good-tasting beverage, so that as many people as possible could benefit from *Lactobacillus casei* strain Shirota, which reaches the intestines alive and promotes intestinal health. That is how the Yakult lactobacillus-based beverage was born in 1935 and was the beginning of the Yakult that is loved throughout the world.

Shirota-ism—The root of our business

Dr. Shirota believed that practicing preventive medicine was better than treating illness, that a healthy intestinal tract leads to a long life, and that as many people as

possible should have easy access to *Lactobacillus casei* strain Shirota, which strengthens the intestines. He, therefore, advocated delivering good health, which everyone wants, at a price anyone could afford.

At Yakult, these ideas of Dr. Shirota are referred to as Shirota-ism and serve as the root of all of our business activities.

SHIROTA-ISM



1. Preventive medicine

Emphasis should be placed on medicine that prevents illness, rather than on treating illness once it develops.

2. A healthy intestinal tract leads to a long life

Human beings take in nutrition through their intestines.

Making the intestines strong leads to healthy and long lives.

3. A price anyone can afford

The goal of providing as many people as possible with easy access to *Lactobacillus casei* strain Shirota, which protects the intestines.

Shirota-ism, in addition to the above also includes ideas like "caring enough to broaden acceptance," "caring enough to make home deliveries," "harmony among people," "sincerity," and "honesty and kindness" as timeless and fundamental aspects of our business activities.

Legacies

With a sincere belief in their benefits, we deliver our products personally to people at their homes and other locations. That approach, which puts our products directly into people's hands, is rooted in Dr. Shirota's principles, which emphasize propagation of the preventive medicine approach and the idea that a healthy intestinal tract leads to a healthy, long life, and stress sincerity and harmony among people. These concepts—"caring enough to broaden acceptance," "caring enough to make home deliveries," "harmony among people," "sincerity" and "honesty

Minoru Shirota, M.D.

Former Chairman of Yakult Honsha Co., Ltd. and
Director of the Yakult Central Institute for
Microbiological Research

1899 Born in Iida, Nagano Prefecture
1921 Entered the Medical School of Kyoto
Imperial University
1930 Received the degree of Doctor of Medicine
1931 Received license to practice medicine

Dedicating his life to the study of beneficial lactic acid bacteria and the promotion of preventive medicine, Dr. Shirota died in 1982 at the age of 82.



Contributing to the health and happiness of people throughout the world

All of Yakult's businesses are being developed based on a corporate philosophy underpinned by Shirota-ism.



and kindness"—have remained constant over the years and are still a touchstone for Yakult today.

With Shirota-ism at its heart, Yakult is gaining recognition throughout the world

Yakult is developing its business based on its corporate philosophy. Expressed as, "We contribute to the health and happiness of people around the world through pursuit of excellence in life science in general and our research and experience in microorganisms in particular," this philosophy is based on Shirota-ism.

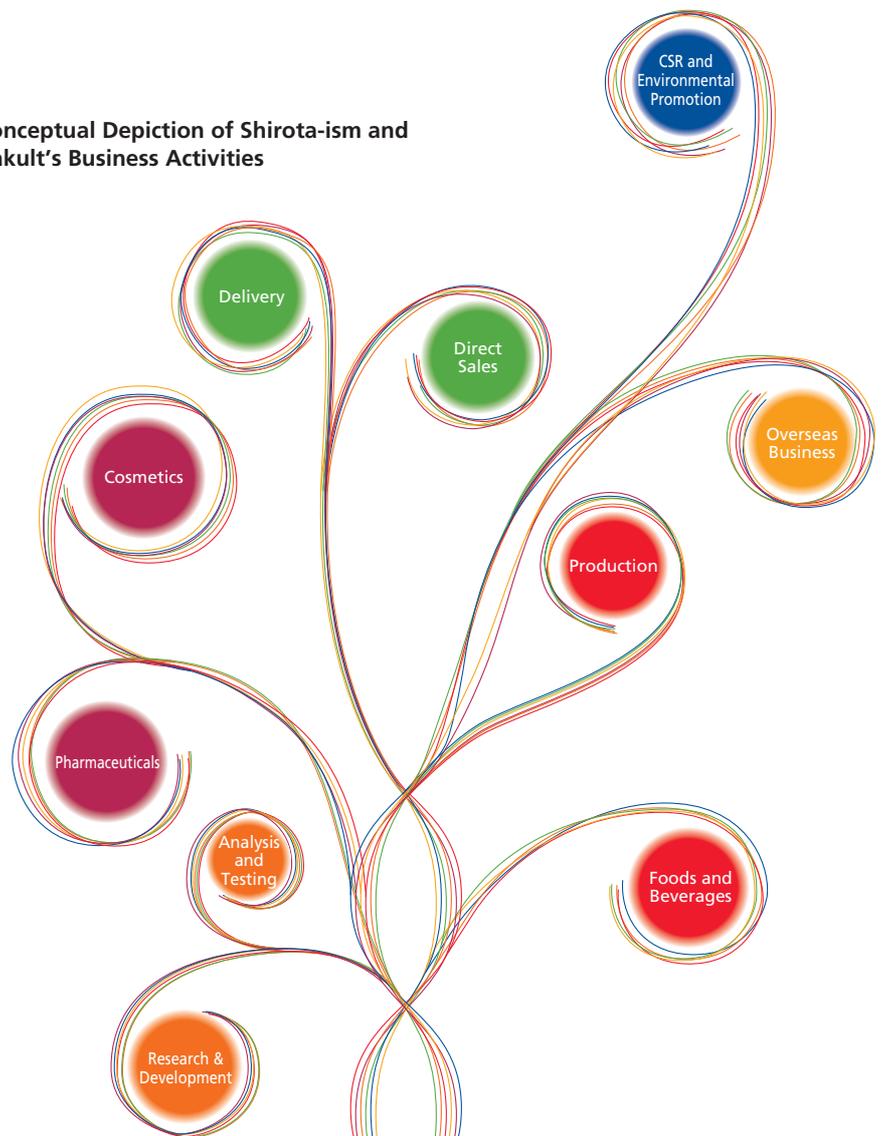
Our corporate philosophy addresses everything from R&D to production, the delivery of good health to people throughout the world, and contributions to the health of the planet and society.

Working in close cooperation with each other, our individual businesses have all fully inherited the concept of Shirota-ism, and are infused with the passionate desire to contribute to the health and happiness of people around the world. That desire has reached around the world, making Yakult a familiar name across the globe.

Moving forward, in order to maintain the trust we have earned throughout the world, we at Yakult will continue to honor Shirota-ism and the ideas it encompasses.



Conceptual Depiction of Shirota-ism and Yakult's Business Activities



S H I R O T A - I S M

Evolving with a firm sense of our origins

Looking to the future, we at Yakult remember our origins as we continue to break new ground.

- Development of new materials for protecting health and the pursuit of R&D focused on the possibilities of probiotics.
- Advanced quality assurance and the manufacturing of products that protect the environment, and propagation activities that promote understanding of Yakult products.

A tireless spirit of inquiry aimed at protecting human health

Last year, we marked three anniversaries—the 110th anniversaries of the birth of our founder, Dr. Minoru Shirota, and the discovery of bifidobacteria by Dr. Henry Tissier, and the 10th anniversary of the introduction of *Yakult 400*, which boasts a prodigious amount of lactobacilli. This year, as we mark the 75th anniversary of our company's founding, we are ever more passionate in our desire to respond to the needs of people seeking good health.

Yakult is steadfastly pursuing R&D aimed at relieving health-related anxieties, fighting environmental degradation, and protecting human health.

For example, we are not only using methods in molecular biology to exhaustively analyze microorganisms in the human intestine, which number approximately 100 trillion across several hundred species, to protect intestinal health but also researching microorganisms that perform

beneficial roles in the stomach. Furthermore, there is no end to the pursuit of future-oriented life sciences, for example, through the discovery of new materials that benefit human health and research on synbiotics therapy applying the possibilities of probiotics in a clinical setting.

Moving forward, Yakult will remain true to our commitment to steadily shed additional light on ways to use intestinal bacterial for the benefit of human health.

Product manufacturing underpinning Yakult across the globe

Yakult products are manufactured throughout the world in plants that comply with stringent internal standards and hygiene management practices that assure quality and in environmentally friendly ways.

As a company with the slogan, "In order for people to be healthy, everything around them must also be healthy," Yakult can accept nothing less.



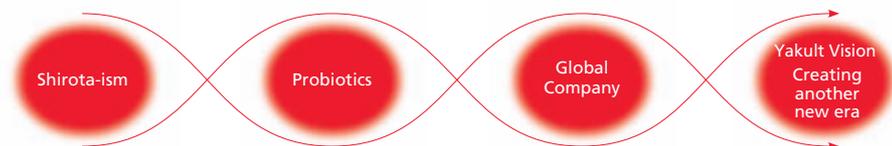
Propagating the idea of contributing to good health

We at Yakult constantly ask ourselves what we can do to counter the things that threaten the health of people throughout the world.

We respond to that question through not only R&D and the introduction of new products but also by having Yakult Ladies distribute health information to customers and taking other small steps, as well.

At a higher level, we are expanding our pharmaceutical business and, as a company globally recognized for its contributions in the field of oncology, are forging ahead with initiatives aimed at developing drugs and promoting the adoption of standard treatments. Through our globalization efforts, we aim to expand our sales coverage to include countries and regions accounting for approximately 70% of the world's population. Given that, our desire to contribute to the health of people throughout the world, which we have held on to since our very founding, is steadily approaching realization in conjunction with the growing adoption of probiotics.

Handed Down from Generation to Generation, Yakult's Corporate Philosophy



Yakult's Corporate Philosophy | We contribute to the health and happiness of people around the world through pursuit of excellence in life science in general and our research and experience in microorganisms in particular.



Product

Foods and Beverages ■

Dairy Products I

Functional Beverages I

Cosmetics ■

Pharmaceuticals ■

Production ■

Research & Development ■

Pursuit of life sciences to further
the health of people throughout the world.



Yakult dairy products broadening the possibilities of probiotics

As a probiotics pioneer, Yakult will continue to broaden appreciation for the value of good health, from the perspective of preventive medicine.



Born of the concept of preventive medicine and the idea that a healthy intestinal tract leads to a long life

Yakult's founder, Dr. Minoru Shirota, advocated preventive medicine and the idea that a healthy intestinal tract leads to a long life. Yakult and our other fermented milk drinks and fermented milk all originated from these concepts. Going forward, we will turn out products that protect human health based on our years of probiotics research underpinned by the concept of preventive medicine and the idea that a healthy intestinal tract leads to a long life.

The power of Yakult dairy products

L. casei strain Shirota and *B. breve* strain Yakult are unaffected by gastric and other digestive juices, and reach the intestines alive. These microorganisms improve conditions in the intestines and play an important role in maintaining a healthy intestinal tract.

Yakult dairy products include large numbers of these lactobacilli, which are exceptional for their ability to promote good health. Indeed, with one bottle of *Yakult 400*, which includes the greatest number of lactobacilli, one can take in a phenomenal 40 billion *L. casei* strain Shirota.

Yakult Calorie Half, one of our newest products, was launched in June 2009 in

Products containing *L. casei* strain Shirota (Fermented milk drinks)



Yakult 400
Contains 40 billion *L. casei* strain Shirota per bottle.
Potent protection for intestinal health.



Yakult 400LT
Yakult 400 with reduced sweetness and fewer calories. Contains 40 billion *L. casei* strain Shirota per bottle.



Yakult
A Probiotics pioneer. For people of all ages, including children and the elderly.



Yakult Calorie Half
For customers who prefer fewer calories and less sweetness. All the benefits of Yakult with a great new taste and half the calories and sweetness of our original product.



Yakult 300V
Contains 30 billion *L. casei* strain Shirota per bottle.
Also includes vitamins C and E.



Pretio
Contains at least 10 mg of GABA per pack. A fermented milk drink recommended for people with high blood pressure.



Yakult SHES
Offers iron and calcium, in addition to collagen. Recommended for women in particular.

Benefits of *Lactobacillus casei* strain Shirota and *Bifidobacterium breve* strain Yakult

1) Promotion of Healthier Intestinal Activity to Improve Bowel Movements

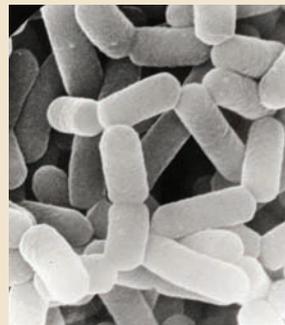
Lactobacillus casei strain Shirota produces lactic acid, while *Bifidobacterium breve* strain Yakult produces lactic acid and acetic acid. Both types of acid stimulate the intestines and improve bowel movements.

2) Prevention of the Intraintestinal Growth of Harmful Bacteria

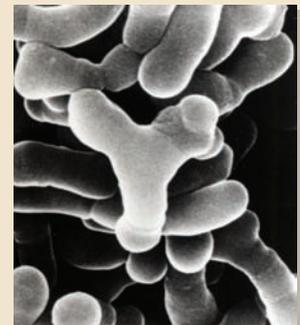
The lactic and acetic acids that *Lactobacillus casei* strain Shirota and *Bifidobacterium breve* strain Yakult produce prevent the growth of harmful bacteria inside the intestines.

3) Prevention of Intestinal Putrefaction by Inhibiting Production of Harmful Substances

By preventing the growth of harmful bacteria, *Lactobacillus casei* strain Shirota and *Bifidobacterium breve* strain Yakult also prevent the production of substances that they create, and that lead to intraintestinal putrefaction.



Lactobacillus casei strain Shirota
(*L. casei* strain Shirota)
Lactobacilli



Bifidobacterium breve strain Yakult
(*B. breve* strain Yakult)
Bifidobacteria

response to strong consumer demand for products with fewer calories and less sweetness. Yakult Calorie Half has only half the calories and a great new taste that is 50% less sweet than our flagship Yakult product.

Presently, approximately 20 Yakult lactobacilli beverages and food products have been recognized by Japan's Consumer Affairs Agency as having beneficial health effects and been approved to bear the "Food for Specified Health Uses" label.

The future of probiotics Creating new value in dairy products

The results of our many years of probiotics research have given rise to a whole series of new products. We introduced our *Pretio*

fermented milk drink, containing *L. casei* strain Shirota, as a new product that harnesses the power of lactobacilli to create GABA (γ -aminoisobutyric acid), which acts to lower blood pressure. We developed *Yakult SHEs*, which contains vitamin C and collagen, in addition to *L. casei* strain Shirota to protect the health of the intestinal tract, in response to feedback from women interested in beauty and health. And we followed up with the September 2009 introduction of *Yakult SHEs Hard Type*, which offers a unique texture created with gelatin and agar, and has met with strong market acceptance. We have also brought back, after a five-year absence and with a great deal of market attention,

Mil-Mil, a fermented milk drink that uses *B. breve* strain Yakult, which is mainly active in the large intestine, to make up for the aging- and stress-induced losses of bifidobacteria. *Mil-Mil* is a drinkable yogurt that improves intestinal health.

Another of our products, our *BF-1* fermented milk drink uses *Bifidobacterium* BF-1, a newly discovered bifidobacterium that has become the subject of growing expectations regarding its ability to protect the stomach.

As a leader in the field of probiotics, Yakult will continue to pursue the preventive medicine possibilities of lactobacilli, in support of its objective to contribute to human health.

Products containing *L. casei* strain Shirota (Fermented milk products)

Products containing *L. casei* strain Shirota (Fermented milk)

Products containing *Bifidobacteria* (Fermented milk) (Fermented milk drinks)



Yakult SHEs Hard Type
Contains collagen, iron, and calcium.
A new texture created from gelatin and agar.



Joie
Yogurt drink containing live *L. casei* strain Shirota and calcium. Plain and fruit-flavored varieties.



Sofuhl
Dessert yogurt containing *L. casei* strain Shirota.



Purela
Soft yogurt containing *L. casei* strain Shirota and Aloe Vera pulp.



Mil-Mil
A new version of this milk-based product. A clean-tasting drinkable yogurt that replaces intestinal bacteria lost to age and stress.



BF-1
Lactobacillus drink that contains *Bifidobacterium* BF-1 and is easy on the stomach.
<sold in limited locations>

Food with Health Claims (Food for Specified Health Uses)

There are two types of food with health claims, "Food for Specified Health Uses" and "Food with Nutrient Function Claims."

A "Food for Specified Health Uses" is intended to provide certain health benefits and includes substances (active ingredients) that have beneficial effects on the body's physiology. A food can display the "Food for Specified Health Uses" label only after its effectiveness, safety, and quality have been scientifically tested by the Japanese government and authorization is received. A "Food with Nutrient Function Claims" is intended for use as a nutritional supplement. As long as it includes specified substances (vitamins, minerals, etc.) and meets designated standards, a food may be labeled as a



"Food with Nutrient Function Claims," without applying for permission from, or notifying, the government.

← Food with Health Claims →			
Pharmaceuticals (Including quasi-pharmaceuticals)	Food with Nutrient Function Claims (Defined by manufacturers according to rules and regulations)	Food for Specified Health Uses (Approval required for individual products)	Ordinary Foods (Includes products marketed as "health foods")
	<ul style="list-style-type: none"> •Amount of nutrient content •Benefits of nutrient content •Precautions 	<ul style="list-style-type: none"> •Amount of nutrient content •Amounts of ingredients •Health benefits •Precautions 	<ul style="list-style-type: none"> •(Information on nutrient content)
Labeling			

Outstanding functional beverages for better health

In addition to dairy products that are beneficial for intestinal health, our Food and Beverages Business Division is developing beverages with functions that address lifestyle diseases, stress, and other afflictions of people living in modern societies.

Protecting the health of people in modern societies

Addressing a broad range of issues

Health concerns have diversified to include a whole host of lifestyle diseases, allergies, and stress. Since introducing the *Toughman* nutritional drink in 1980, to help protect human health Yakult has developed, in addition to probiotic products, functional beverages that respond to a wide variety of health needs.

Line of beverages with exceptional health benefits

Yakult's functional beverages include not only nutritional drinks but also sports drinks, beverages for refreshment, and products that can be expected to provide various health benefits.

Yakult offers vinegar drinks loaded with

amino acids required by the body, and beverages that inhibit rapid increases in blood sugar and increases in serum triglyceride after meals. Our product line includes offerings that help to bring cholesterol down, fight ulcers, have antioxidant effects, and address a broad range of other modern health needs.

Yakult's *Bansoreicha*, and *Chosei Tonyu Kokusandaizu Shiyo* beverages, having undergone strict government inspections, are authorized to carry the "Food for Specified Health Uses" label. Our line of functional beverages also includes the *Toughman* series, which offers nutritional supplementation for the physically active.

Yakult also offers *Thorpedo*, a low-glycemic-index sports drink; *Lemorea*, which incorporates theanine and seven types of herb extracts; *Kininaru Yasai 100*,

a combination of various fruit and vegetable juices; the *Gyutto Kenko* series, which addresses the needs of an aging and increasingly health-conscious society, and comes in the smallest paper container in Japan, as well as a wide variety of other beverages with outstanding functionality for protecting health.

Protecting the Health of People in Modern Societies

Yakult is aggressively pursuing R&D on beverages with health maintenance benefits, and constantly employing new perspectives in delivering products that help to ensure healthy lives for people susceptible to lifestyle and other modern diseases.



Bansoreicha
Sugar-free tea made with guava leaves. Recommended for people concerned about their blood sugar level.
2-liter plastic bottles.



Bansoreicha
400 ml plastic bottles.



Bansoreicha
200 ml paper containers
Aseptic bricks



Toughman
Health drink containing three types of ginseng extract.



Toughman V
Health drink containing Korean ginseng, royal jelly, and vitamin B-complex.



THORPEDO
Low-Glycemic-Index (GI) sports drink.



Lemorea
Relaxation beverage containing Theanine and 7 types of herb extracts.



Fucoidan-cha
A clean-tasting health tea that is good for the stomach. Contains 80 mg of fucoidan.



Rutin Soba-cha
A health tea made from dattan soba (buckwheat). Easy to drink and improves blood flow. Contains 100 mg of rutin.



Kurozu Drink
Genuine kurozu beverage that is easy to drink and refreshes.



Ayamurasaki
Health beverage containing anthocyanin. Recommended for those who enjoy alcoholic beverages.



Chosei Tonyu Kokusandaizu Shiyo
Contains soy protein, which helps to lower cholesterol. Made with Japanese soybeans.



Kininaru Yasai 100 15 no Yasai
100% fruit and vegetable juice made from 15 types of vegetables and three kinds of fruit juice.



Gyutto Kenko Cassis
Contains 140 mg of cassis polyphenol for people suffering from eyestrain.



Gyutto Kenko Glucosamine
Contains 1500 mg of glucosamine which can help to repair cartilage and prevent joint pain.

Cosmetics born of lactic acid bacteria and dermatological research

Based on the idea that “intestinal health is a direct factor in producing beautiful, healthy skin,” Yakult offers its own high-quality cosmetics containing moisturizers derived from lactic acid bacteria.

Inquiring into the fundamentals of healthy skin

Yakult cosmetics are based on the idea of promoting a healthy digestive tract with lactobacillus-based beverages, and promoting healthy skin with lactobacillus-based cosmetics.

Lactic acid bacteria that are good for the body are also good for the skin. Using the results of years of concerted research based on that concept, Yakult developed a fermented lactic acid bacteria extract for skincare (moisturizing agent) in 1955. We next developed a high molecular weight hyaluronic acid (moisturizing agent) derived from lactic acid bacteria and other cosmetic ingredients and have continuously pursued dermatological research.

Anti-aging benefits of the *Parabio Series*

Focusing on the functions and structure of the skin, Yakult developed lamellar particles, which function as a moisturizing agent and are incorporated in our *Parabio Series* products. After their introduction, these products quickly became a favorite of customers interested in genuine anti-aging benefits.

In May 2010, we introduced nine new skincare products incorporating significantly improved lamellar particles with enhanced benefits. These new products are more readily absorbed by the skin and provide even better results in terms of tighter pores, a healthier radiance, and greater skin elasticity.



Parabio Series

Revecy Series for maintaining beautiful skin

Yakult has long put forth the *Revecy Series* as a way to maintain beautiful skin through a holistic internal and external approach based on the concept of “internal and external beauty” and the idea that “intestinal health is a direct factor in producing beautiful, healthy skin.” The *Revecy Series* was developed as a brand that seeks to promote truly beautiful skin by maintaining healthy balances for the skin, body, and mind.

The *Revecy Series* is characterized by a “golden proportion of three lactic acid bacteria,” and the plant extracts and fragrances it uses. Three moisturizing agents derived from lactic acid bacteria, and plant extracts, help the skin to maintain its innate strength, and gentle fragrances promote a healthy mental equilibrium.



Revecy Series

Revecy White for maintaining a light complexion

Based on the *Revecy Series* for maintaining beautiful skin, Yakult has now come out with the *Revecy White Series* as a skincare brand responding to the recent heightened interest in maintaining a light complexion.

The *Revecy White Series* is based on the idea of keeping light complexions from darkening. It supplements the exceptional moisturizing power of *Revecy* with new complexion lightening technology exceptional in its ability to help return skin to its original light color. The *Revecy White Series* responds to customer desires to maintain their light complexions over the years.



Revecy White Series

Recommending cosmetics for individual customers

Yakult Beauty Advisers spare no effort in providing the best skincare counseling they can. Their advice is based on detailed assessments of each individual customer’s skin condition and includes skincare product recommendations and instruction on their usage. We devote so much effort to this endeavor because we believe sincere communication is the first step toward healthier skin.

Yakult cosmetics, therefore, are delivered to customers throughout Japan by Yakult Beauty Advisers and Yakult Ladies. Yakult Beauty Advisers number approximately 6,900 in total and are based in 500 salons located throughout Japan.

Going forward, we will continue to provide customers with advice aimed at promoting better health for the skin, body, and mind—health in every sense of the word. We are committed to the idea that intestinal health is a direct factor in producing beautiful, healthy skin.



Moving cancer treatment forward as an important contributor in the field of oncology

Yakult's pharmaceutical business, which grew out of applied research on lactobacilli, is expanding into therapeutic medicine.

From beginnings in the development of pharmaceuticals utilizing lactobacilli

Yakult's pharmaceutical business came into being in 1961 when we began developing enzyme products for use in food and pharmaceuticals. Yakult, which had until then focused on contributing to health from the perspective of preventive medicine, undertook to supplement its preventive medicine research with therapeutic initiatives aimed at protecting the health of people suffering the misfortune of illness. We embarked on prescription drug sales in 1975 and have now expanded our business to include over-the-counter drugs, medical devices, reagents, and other products, as well.

We launched our over-the-counter drug operations with the introduction of *Yakult Seichoyaku*, a lactobacillus-based drug, in 1979, came out with *Yakult BL Seichoyaku*, which employs both *L. casei* strain Shirota

and *B. breve* strain Yakult, in 1995, and introduced *Yakult BL Seichoyaku S Tablets*, in 2006.

In the field of prescription drugs, we have developed the anticancer drug *Campto I.V. Infusion* (Irinotecan hydrochloride trihydrate). Yakult is now recognized the world over as an important contributor in the field of oncology, and we are now moving forward with medical and pharmaceutical initiatives based primarily on a two-drug combination of *Campto I.V. Infusion* and *Elplat* for injection and I.V. infusion (Oxaliplatin).



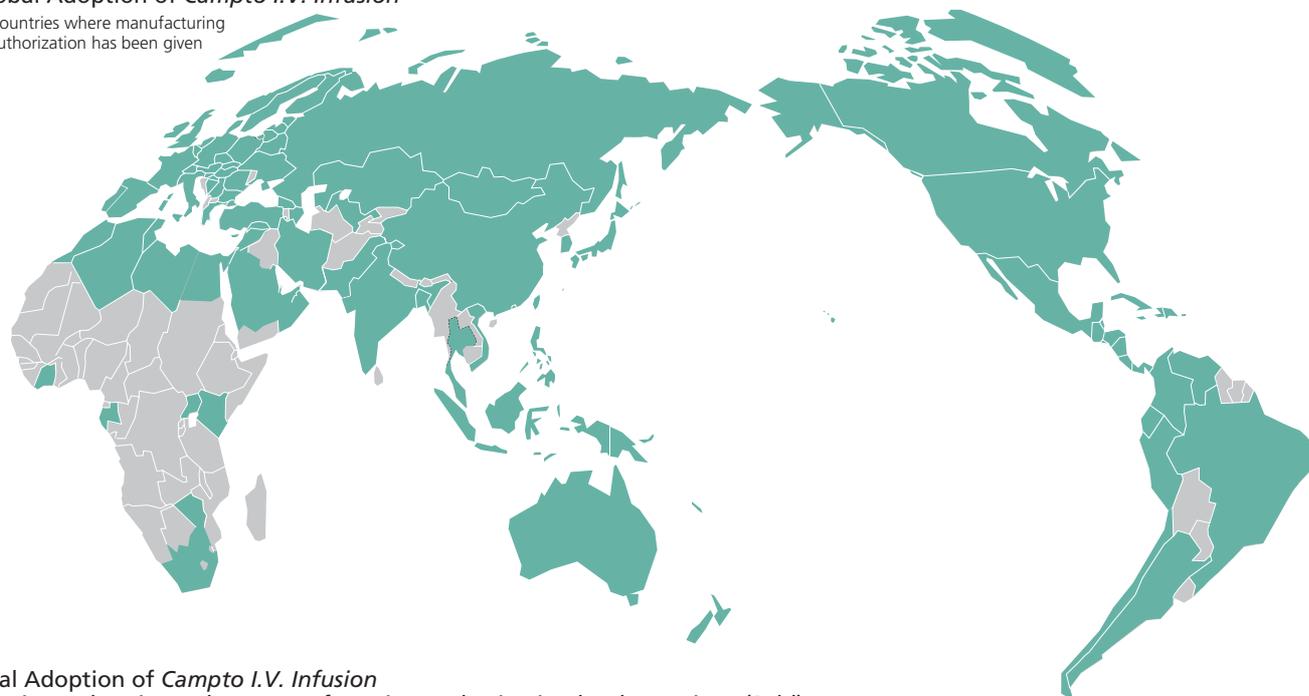
Contributing to medicine through the development of anticancer drugs

Campto I.V. Infusion, developed by Yakult, is synthesized from anticancer substances found in the *Camptotheca* tree of China and other sources, and has gained significant attention as an anticancer drug with unique efficacy. In Japan, *Campto I.V. Infusion* is being used to treat colorectal, lung, gynecological, stomach, and other cancers. Furthermore, based on the results of large-scale overseas clinical studies, it has become a first line treatment for colorectal cancer and is now approved for use in over 100 countries.



Global Adoption of *Campto I.V. Infusion*

■ Countries where manufacturing authorization has been given



Global Adoption of *Campto I.V. Infusion*

Countries and regions where manufacturing authorization has been given (Sold)

Japan	Columbia	Panama	Dominican Republic	Belgium	Greece	Malaysia
Argentina	Costa Rica	Peru	Jamaica	Bulgaria	Hong Kong	Philippines
Australia	Ecuador	USA	Puerto Rico	Czech Republic	Israel	Poland
Brazil	Guatemala	Venezuela	Trinidad and Tobago	Finland	Italy	Portugal
Canada	Honduras	New Zealand	El Salvador	France	Lebanon	And 60 other countries
Chile	Mexico	Aruba	Austria	Germany	Luxembourg	

Elplat is an anticancer drug synthesized in Japan in 1976 and developed in Europe. Based on the results of clinical studies performed mainly in Europe and the US, *Elplat* has become the gold standard for the treatment of colorectal cancer and, since 1999, it has been approved for use as a first-line treatment of metastatic colorectal cancer in over 60 countries.

Yakult performed development work in Japan, gained import approval in March 2005, and began domestic sales in April 2005.

Presently, colorectal cancer is the leading cause of cancer deaths among Japanese women and the fourth leading cause of cancer deaths among Japanese men. With predictions that it will overtake stomach cancer to become the most prevalent cancer among Japanese by 2015, the challenge to discover additional treatments and cures for this disease will continue. *Campto I.V. Infusion* and *Elplat* will likely be at the center of such research activities.



In addition to *Campto I.V. Infusion* and *Elplat*, sales of the anticancer drugs Cisplatin *MARUKO*, Flutamide Tablets *125KN*, Levofolinate for *I.V. Infusion* Yakult, and Gemcitabine for *I.V. Infusion* Yakult, and *Sinseron* for relieving gastrointestinal symptoms such as nausea and vomiting induced by platinum based anticancer agents, and *Neu-up* for the remedy of neutropenia induced by anticancer drugs are being pursued as a part of wide-reaching efforts in the field of oncology.

Note: As of July 2008, the product name "*Campto Injection*" and the ingredient name "Irinotecan" were changed to "*Campto I.V. Infusion*" and "Irinotecan hydrochloride trihydrate," respectively.

Information provision activities of MRs specializing in oncology

Evidence Based Medicine (EBM) has gained importance in recent years and it is now considered imperative to promote the adoption of the resulting treatments, referred to as "standard treatments," in order to raise the level of medical care.

Yakult MRs (medical representatives) have highly specialized knowledge of oncology and provide timely, accurate information for various needs in medical environments. One goal of these information activities is to promote the adoption of standard treatments. Yakult MRs not only promote Yakult products; they also work to increase awareness of the importance of standard treatments and must provide a broad range of information on the roles Yakult products play in medical treatment as a whole.

There are currently approximately 160 Yakult MRs throughout Japan. This number, however, is being increased and steps like enhancing training to improve the quality of MRs are being taken in order to broaden awareness of the importance of standard treatments.

Aiming to become Japan's leading company in the field of oncology

Yakult's pharmaceutical business, which began with lactobacillus R&D and has capitalized on the success of *Campto I.V. Infusion* and *Elplat* to establish a firm position in the field of oncology, will continue to focus on development work in oncology and related areas. At the present time, most of the anticancer drugs used, or expected to be used, in Japan are the products of overseas companies. Yakult, however, is concentrating on developing its own drugs and striving to develop products with overseas potential.

Therefore, we are focusing on research to identify the seeds of future pharmaceuticals that could achieve success similar to that of our in-house developed *Campto I.V. Infusion*.

Yakult's pharmaceutical business is pursuing three themes—Drug development primarily in the field of oncology, information dissemination aimed at promoting the adoption of standard treatments, and organizational enhancements for promoting these activities. The goal of endeavors in these three areas is to make Yakult Japan's leading company in the field of oncology.



Environmentally friendly, safe products of the highest quality

Yakult makes safe products under exacting quality management measures with the latest, most advanced, and optimal production systems.

Food Production Plants



Making products of the highest quality in an environmentally friendly way

To consistently make products of impeccable safety day in and day out, Yakult's dairy product plants employ integrated production systems that start with the addition of ingredients and include every phase from culturing, to blending, container manufacturing, filling, and shipping.

HACCP (Hazard Analysis and Critical Control Point) systems have been introduced in the production processes of 7 Yakult Honsha and in all 6 subsidiary plants to ensure exacting quality management and meticulous hygiene management. In addition, we have created our



At present, our production unit is moving ahead with efforts to restructure our plants and update them with the most advanced, state-of-the-art facilities and environmental measures.

The photograph above is of the Yakult Iwate Plant completed in March 2007.

own quality management standards, which are stricter than those employed by outside auditors, and conduct internal audits to ensure they are followed.

Today, inspections by officials affiliated with public institutions and other measures guarantee that Yakult quality management measures meet both internal and external standards.

All Yakult Honsha and subsidiary plants (15 in total, 13 of which manufacture dairy products) have acquired the ISO14001 international environmental management system certification.

Yakult's flagship Fuji Susono Plant has acquired the ISO9001 international quality management and assurance certification.

And we have taken the further step of developing our own rigorous quality management system based on a combination of HACCP and ISO9001 standards. In so doing, we have created a new model for ultimate quality assurance, and are moving forward with product manufacturing that excels in high quality and safety, and is kind to the global environment.

To deliver products of even higher quality

In recent years, consumers have developed an even stronger interest in food safety, and Yakult is moving ahead with efforts to introduce production equipment and



The Yakult Group is engaged in ongoing activities aimed at producing high quality and protecting the environment.

Domestic and Overseas Certifications

- ISO9001: International product quality management system certification.
- ISO14001: International certification for systems aimed at continuous improvement in environmental performance.
- HACCP: Hazard Analysis Critical Control Point international standard for food and pharmaceutical safety management.

*Information on the acquisition of these certifications by Yakult Honsha and the Yakult Group is presented on P33.



Pretio production line

product inspection facilities incorporating the latest technology, so that it can reliably deliver high-quality products. The integration of product inspection facilities directly into our production lines makes it possible to instantly check every product we make.

Welcoming visitors to plants that epitomize safety and peace of mind

We welcome visitors at every one of our plants in Japan. Our aim in doing so is to make sure that our plants are worthy of even greater trust by the public whom we hope will develop a deeper understanding

of Yakult's aims and products by seeing for themselves how the products we deliver to customers are made in the most up-to-date facilities, under the strictest hygiene management, and with the safest manufacturing processes.

Pharmaceutical Plant



Fulfilling their responsibilities of manufacturing life-saving pharmaceuticals

Our pharmaceutical plant is located within the expansive Fuji Susono dairy product plant site, which sits in full view of Mt. Fuji. It is there, within an environment



characterized by pure water and an abundance of natural greenery, that we produce safe, high-quality pharmaceuticals with advanced manufacturing technologies that comply with the Good Manufacturing Practices (GMP = Manufacturing and quality management standards for pharmaceuticals and other

products) of Japan, the United States and Europe. Yakult's own *Campto* anticancer drug is manufactured at, and supplied to the world from this plant.



Cosmetics Plant



Yakult's cosmetics plant—Manufacturing safe products in line with exacting standards

Our Shonan Cosmetics Plant was refitted in March 2008.

In updating that plant, we took steps not only for the purpose of making cosmetics under strict safety standards, and ensuring quality and hygiene management, but also to add a Beautiens Salon and a gallery (for plant tours) to give visitors a

clear picture of our operations there. At the Beautiens Salon, visitors can have their skin analyzed and experience the benefits of high-quality products in a relaxing atmosphere. Filling and packaging processes can be observed from the gallery and visitors can use a microphone to talk directly with employees working on the production line. We have taken these and other innovative steps to provide customers with information on our production processes through all five senses.



Beautiens salon



Production line



Gallery walkway

Tireless pursuit of life sciences

Over more than 70 years, Yakult's research on how to apply the extraordinary powers of microorganisms for the benefit of human health has extended into foods, pharmaceuticals, cosmetics, and various other fields.



Yakult's R&D initiatives

As heir to the passion and spirit of inquiry of Dr. Minoru Shirota, our first research director, the Yakult Central Institute for Microbiological Research (a.k.a. Yakult Central Institute) develops food, pharmaceutical, and cosmetic ingredients that are useful for maintaining and promoting human health, and performs research on their applications.

In the area of food products, our research lab has devoted significant effort to R&D aimed at putting the extraordinary powers of microorganisms to work for the benefit of human health. It is also pursuing R&D on anticancer and related drugs in the field of pharmaceuticals, and dermatology-based R&D focused on safe, highly effective materials in the area of cosmetics.

Establishment of a European research lab

In May 2005, Yakult Honsha established its first overseas research facility in Ghent, Belgium. The Yakult Honsha European Research Center for Microbiology ESV (YHER) applies Yakult's technologies for analyzing intestinal flora, which are among the best in the world, to shed light on the intestinal flora of Europeans and research the effects of probiotics on intestinal func-

tions, as one step toward improving health for all people.

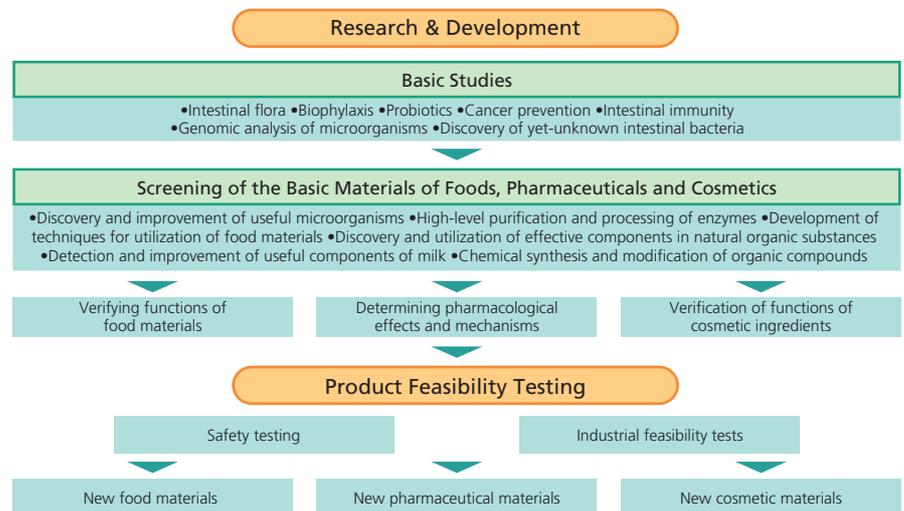
*Intestinal flora: Several hundred species of bacteria, numbering approximately 100 trillion in all, live in the human intestines. These intestinal bacteria gather in groups resembling fields of plants and, therefore, are referred to as intestinal flora.

Food Research Building constructed to accelerate R&D and boost product development capabilities

The Yakult Central Institute has been developing high-quality, safe products. However, to further emphasize quality- and safety-oriented activities by accelerating R&D and reinforcing product development capabilities, we have constructed the Food Research Building on the grounds of the Yakult Central Institute. Probiotic and synbiotic research is the focus in the Food

Research Building, and it pursues R&D on everything from food ingredients to product commercialization, follows the progress of products after market introduction, and lends technical support to Yakult manufacturing plants in Japan and abroad. We have also refurbished and expanded our Safety Testing Research Building, which is a facility that evaluates the safety and assesses the effectiveness of food products, pharmaceuticals, and cosmetics, and provides support for basic research, and we have constructed the Energy Supply Building to steadily and efficiently provide electric power to each research facility. With construction work now complete, the Yakult Central Institute has been reborn as a "research institute in the forest," and is moving forward with its work of protecting human health.

■ Organization of the Yakult Central Institute



Yakult Honsha European Research Center for Microbiology, ESV (YHER) Exterior view, of bio-incubator facility located in the Technologiepark in Ghent, Belgium

*The YHER is located on the first floor of this building



Yakult Central Institute's newly constructed Food Research Building



Culturing work on a clean bench (Yakult Central Institute)

Organization of the Yakult Central Institute

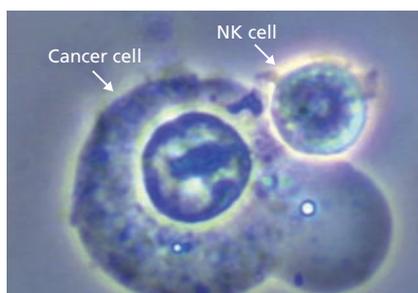
The research activities of the Yakult Central Institute fall into three phases—Basic research; screening of food, pharmaceutical, and cosmetic ingredients; and product testing.

Basic research is indispensable for all R&D activities. As its primary mission, the Yakult Central Institute works to elucidate the relationship between human health and intestinal flora, and, as a key Yakult basic research center, examines the structures and functions of intestinal flora. The research initiatives and accomplishments of the Yakult Central Institute have drawn significant attention from academia and industry throughout the world.

Newly discovered effects of lactobacilli

Through years of research, it has been discovered that drinking beverages with *L. casei* strain Shirota works to restore NK activity* that has been diminished by factors like smoking, physical inactivity, and a lack of sleep. In addition, it has also been learned that *L. casei* strain Shirota, by helping the body rid itself of mutagenic substances (substances that encourage the development of cancer) and enhancing the immune system, reduces the risk of cancer. The prevention of cancer and its recurrence is closely related to the immune system, and Yakult is moving ahead with efforts to shed light on that relationship.

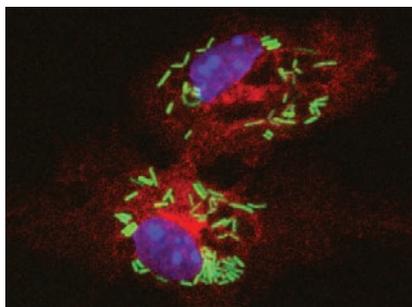
*NK activity: The immune system protects our bodies from harmful bacteria, viruses, and cancer and other maladies. Spearheading the immune system are natural killer (NK) cells. "NK activity" refers to the ability of NK cells to perform their roles and has recently come to be recognized as an indicator of immune system strength.



An NK cell destroying a cancer cell

Intestinal Flora Analysis System—"YIF-SCAN"
Capable of rapidly analyzing intestinal microflora in a simple, highly precise method without the need for cultivation.

*YIF-SCAN is a registered trademark.



L. casei strain Shirota phagocytosed by macrophages
It has been shown that the unique cell wall architecture of *Lactobacillus casei* strain Shirota (green) strongly induces production of IL-12 (Interleukin-12), which effectively stimulates macrophages and boosts the immune function (NK activation).

Intestinal Bacteria That Induce Production of Th17 Cells

Th17 cells are one subset of the T Cells that play a central role in the immune system. The ability to artificially control the number of Th17 cells, it is thought, would be useful for the treatment of infectious and autoimmune diseases. It has been determined that segmented filamentous bacteria (SFB), which are constantly present in the digestive tracts of various mammals, uniquely and strongly induce production of Th17 cells in the digestive tract. As modulation of the SFB or unknown bacteria that play similar roles in the intestine by probiotics may provide therapeutic treatment for diseases such as ulcerative colitis and

Crohn's disease, the Yakult Central Institute is pushing ahead with various research projects.

YIF-SCAN drawing attention from throughout the world

Approximately 100 trillion bacteria of several hundred species live in the intestines, and there is still much to learn about them.

In the past, intestinal flora were studied predominately through an approach known as the "culture method*." The culture method requires time and advanced skills and is limited by factors like the existence of many types of bacteria that cannot be cultured.

The Yakult Central Institute for Microbiological Research, therefore, set about looking for a new research approach and succeeded in developing "YIF-SCAN," Yakult's state-of-the-art intestinal flora analysis system. YIF-SCAN selectively quantifies bacteria based on the unique gene sequences (RNA and DNA) of individual intestinal flora. It opens the door to analyses that can be performed more rapidly than possible with the culture method and does not require a high level of skill. Applicable to bacteria existing in high numbers or low numbers, YIF-SCAN is also capable of a wide range of high-sensitivity analyses, and the possibilities for illuminating the close relationship between intestinal flora and human health have drawn attention from around the world.



Yakult has made YIF-SCAN available to Danone and is promoting joint research with an eye toward establishing YIF-SCAN as the global standard for intestinal flora analysis.

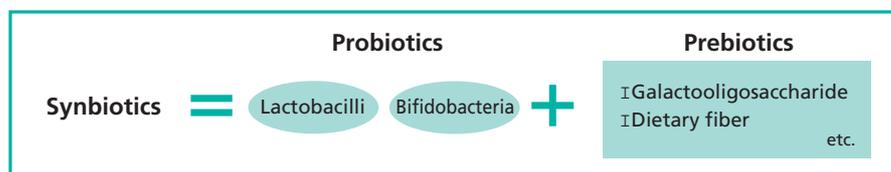
Recently, YIF-SCAN technology has been applied to certain clinical settings. As a typical adverse effect of cancer chemotherapy, the decrease of peripheral blood cell counts often causes opportunistic infection. These infections are normally diagnosed based on the data obtained from blood culturing, which, however, has several disadvantages such as a low rate of detection and time-consuming procedures. Therefore, empiric treatment of patients with antimicrobial drugs before receiving the testing results has been popular because of the limitations of the blood

culturing. Using YIF-SCAN instead would not only lead to an earlier diagnosis of the bacterial infection but also provide an effective way to select the antimicrobial drug to administer, so clinicians are very interested in the possibility of this new application.

Synbiotics—a focus of attention in medical settings

Synbiotics combine probiotics and prebiotics (substances that promote the growth

of beneficial bacteria in the intestine). Many are hoping to employ synbiotics as a substitute for antibiotics that are used to control postoperative and other infections. Synbiotic treatments have already been shown in clinical settings to promote the recovery of immune functions, prevent septic complications, promote absorption and digestion, improve nutritional status, and enhance recuperative powers by improving the balance of the intestinal flora.



Yakult Central Institute's Analysis Laboratory

Putting the power of microorganisms to work for the environment

The Yakult Central Institute's Analysis Laboratory performs chemical analyses, which provide a foundation for R&D, and develops technologies like microorganism analytical methods with environmental applications. It also helps to ensure consistent quality, so that Yakult can always provide safe products. Since 1976, the Yakult's Analysis Laboratory has been registered with the national and local governments in Japan as an analysis and inspection institution and has performed analysis and testing work in response to government, business, and consumer requests. Joint research from these undertakings resulted in the development of a reagent kit for use in taking rapid measure-

ments of nitrifying bacteria. In 2006, this kit received the New Technology Award from the Japan Society on Water Environment, Japan's largest organization in the field of water environment chemistry, and it is now widely used in water treatment plants and universities throughout Japan.



Nitrosomonas—a type of nitrifying bacteria. Helps to remove nitrogen compounds from wastewater.



Heavy-metal analysis using an atomic absorption photometer.

Certification Work

- I Environmental measurement
- I Work environment measurement
- I Drinking water testing

Microorganism Testing

- I Microbiological tests
- I Applied microorganism testing
- I Genetic analysis

Yakult's Analysis Laboratory

Chemical Analysis

- I Ingredient/product analysis
- I Food analysis
- I Specialized analysis
- I Development of analytical methods

Biotechnology

- I Cultivation of microorganisms in large quantities
- I Development of determination kits

Environmental Protection

- I Promotion of wastewater treatment systems utilizing *Yakult* plastic bottles
- I Environmental clean up using microorganisms

Determination kit for nitrifying bacteria



Left: Immunolateral "KENSHUTUKUN"

Right: Immunolateral "SPIRAKUN"

Listed in the Wastewater Examination Methods (1997 ed) as a quantitative method based on the nitrifying bacteria antibody method, and now used in wastewater treatment plants throughout Japan.

- Measurement certification business
 - Concentration: Registration number—Tokyo, No. 520
 - Sound-pressure level: Registration number—Tokyo, No. 871
 - Vibrational acceleration level: Registration number—Tokyo, No. 961
- Water quality inspection for drinking water in buildings:
 - Registration number—Tokyo 57, Sui No. 40
- Measurement of air quality in buildings: Registration number—Tokyo 63, Ku No. 136
- Measurement of work environment: Registration number—Tokyo Ro No. 13-42
- Class II olfactory testing and certification: No. 222 (03)

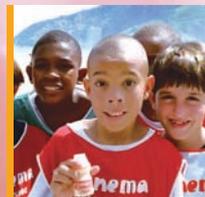
Distribution

Overseas Business ■

Home Delivery ■

Direct Sales ■

Propagating Yakult's desire
To deliver good health to as many people as possible



Yakult throughout the world

Until the day when we can deliver Yakult to all the people of the world, our propagation activities will not cease.



Yakult Becoming Part of the Daily Routine for More and More People throughout the World

Because of Dr. Minoru Shirota's desire to protect the health of people throughout the world, it was only natural that Yakult

expand overseas. In 1964, Yakult Co., Ltd. (Taiwan) began operations, as the first step in the expansion of our network to Asia, Oceania, the Americas, and Europe. Based on the belief that all people desire good health, we pushed ahead with efforts aimed at deepening understanding of lactobacilli, and due to these efforts Yakult products are today sold through 27 overseas operations and consumed in 32 countries and regions. In June 2010, Yakult was enjoyed by over 30 million people every day.

Locally based activities

Yakult, in order to win the acceptance of local communities, makes it a point to manufacture and sell its products on a

local basis. Deepening understanding of the ideas of preventive medicine and a healthy intestinal tract leads to a long life, and encouraging regular consumption of Yakult products, requires the creation of an appropriate environment and the development of people to get the job done.

Our aim is to create business operations that are integrated into, and fully accepted by, local communities by providing health information appropriate for the daily lifestyle and dietary practices, respecting local traditions and cultures, and taking other actions tailored to individual countries or regions.

As in Japan, deliveries of Yakult products in many countries and regions are made by Yakult Ladies, who presently number approximately 38,300 outside of Japan.



Taiwan



Singapore



Vietnam



Brazil



Hong Kong



Indonesia



India



Mexico



Thailand



Australia



Guangzhou



Argentina



Korea



New Zealand



Shanghai



USA



The Philippines



Malaysia



Beijing



The Netherlands

From single points to whole new markets

From countries in which we have production facilities to neighboring countries, we are further expanding delivery areas for not only the Yakult fermented milk drink but also our other products and, thereby, getting our dairy products to an even greater number of people, and expanding our base of loyal customers.

Working toward greater globalization from a foundation of steady achievement

In countries and regions where Yakult products are already available, we continue to pursue activities aimed at promoting understanding of preventive medicine and

the idea that a healthy intestinal tract leads to good health and long life. To establish “Yakult” as a truly global company and product brand while increasing our base of loyal customers, we are aiming to expand our product distribution coverage to a total of 45 countries and regions in the near future.

Approximately a half century after we first went overseas driven by our passion to protect the health of people all over the world, we are applying what we have experienced and learned in the various countries and regions we have entered as we work to promote wider usage of our products among people who care about health, and earn even greater goodwill from our customers.

■ Yakult’s Overseas Network

- 1 Yakult Co., Ltd. (Taiwan)
- 2 Hong Kong Yakult Co., Ltd.
- 3 Yakult (Thailand) Co., Ltd.
- 4 Korea Yakult Co., Ltd.
- 5 Yakult Philippines, Inc.
- 6 Yakult (Singapore) Pte. Ltd.
- 7 P.T. Yakult Indonesia Persada
- 8 Yakult Australia Pty. Ltd. (New Zealand Branch)
- 9 Yakult (Malaysia) Sdn. Bhd.
- 10 Yakult Vietnam Co., Ltd.
- 11 Yakult Danone India Pvt. Ltd.
- 12 Yakult (China) Co., Ltd.
- 13 Guangzhou Yakult Co., Ltd.
- 14 Shanghai Yakult Co., Ltd.
- 15 Beijing Yakult Co., Ltd.
- 16 Shanghai Yakult Marketing Co., Ltd.
- 17 Yakult S/A Ind. E. Com. (Brazil)
- 18 Yakult S.A. De C.V. (Mexico)
- 19 Yakult Argentina S.A.
- 20 Yakult U.S.A. Inc.
- 21 Yakult Europe B.V.
- 22 Yakult Nederland B.V.
- 23 Yakult Belgium S.A./N.V.
- 24 Yakult UK Ltd. (Ireland Branch)
- 25 Yakult Deutschland GmbH
- 26 Yakult Oesterreich GmbH
- 27 Yakult Italia S.r.l.

★ Yakult Honsha European Research Center for Microbiology ESV (YHER)

• Countries where products are also sold (excluding test sales in Luxembourg, France, Spain, Brunei, Uruguay, Canada and Belize)



Belgium



Ireland



Austria



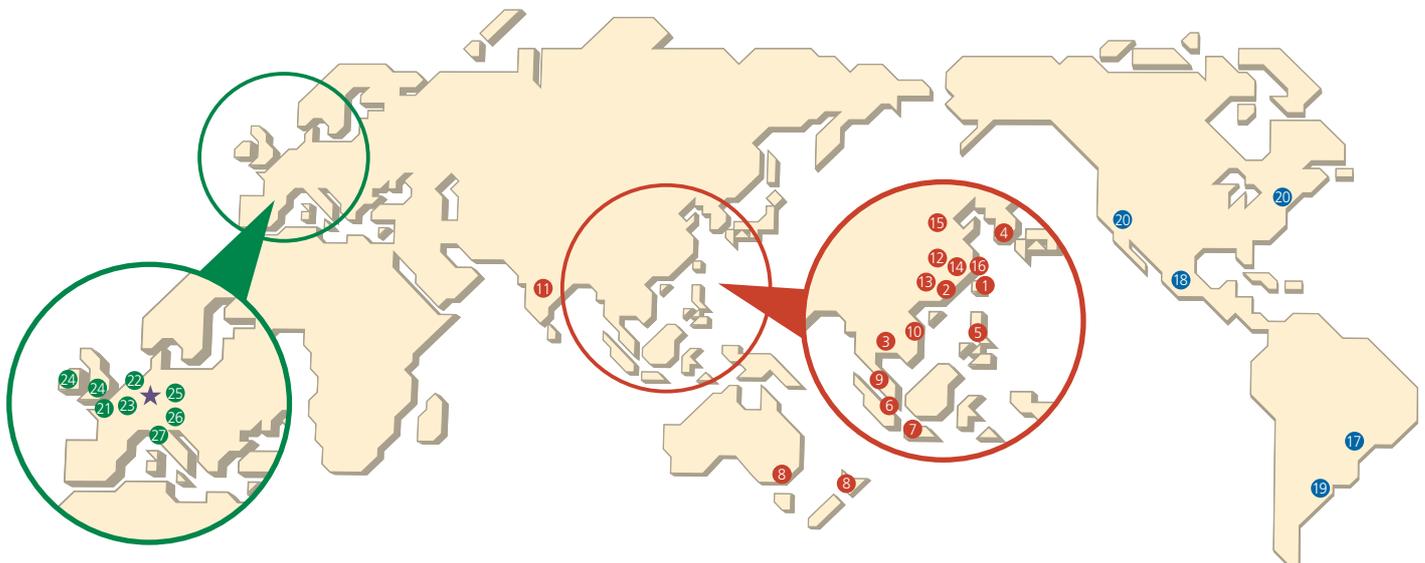
UK



Germany



Italy



Yakult Ladies making deliveries with sincerity and a smile

Anytime, anywhere and even single bottles. Yakult Ladies play a key role in reliably delivering healthy products to the hands of individual customers.



Delivering products in the best condition possible to help people become healthier

Delivery by Yakult Ladies has been a constant since this system, which is unique to Yakult, was introduced in 1963. Home delivery by Yakult Ladies was born of the desire to protect human health and encourage people to have one bottle a day.

Deliveries to customers throughout the country, with sincerity

Yakult Ladies, who deliver Yakult products directly to customers, are the smiling faces of Yakult. Most of the approximately 42,700 Yakult Ladies (as of March 31, 2010) are housewives and are based out of approximately 2,600 “centers,” or marketing companies, located throughout Japan. With the spirit of, “Anytime, anywhere and even single bottles,” Yakult Ladies deliver our products to customers in every part of the country, with sincerity.

Wanting to help customers remain healthy and lead fulfilling lives

Yakult Ladies constantly think about the health of their customers, asking themselves how customers can avoid illness, and lead enjoyable, fulfilling lives, and how they—the Yakult Ladies—can help make that happen.

Based on that attitude, Yakult Ladies aim to fulfill the role of a health adviser in regularly providing not only products but also health information and dietary advice.

Disseminating the value of lactobacilli to as many people as possible

Since its founding, Yakult has been meeting directly with customers, providing information on the benefits of lactobacilli and encouraging customers to make Yakult products a part of their daily routine. People have always been, and remain, interested in good health, and Yakult Ladies will continue to disseminate the value of lactobacilli to as many people as possible to help them lead healthy lives.

Environmentally friendly delivery

At Yakult, we want people and the earth to be healthy. To help make that a reality, we have begun to use extremely low-environmental-burden vehicles. As of March 31, 2010, we were using 2,000 fuel-efficient four-stroke motorbikes with low CO₂ emissions, and approximately 250 electric vehicles, which emit no CO₂ as they travel, for our operations in Japan.



Anytime, anywhere—To have as many people as possible use our products

Yakult is creating retail points aimed at providing customers with accurate product information, and working to enhance customer service.



Direct sales born of the desire to propagate understanding and use of Yakult products

Based on the desire to give customers access to Yakult products anytime and anywhere, we began direct sales to give even people we cannot reach through home delivery a chance to enjoy our products.

On the street or in an office, delivering good health anytime, anywhere

Defining all sales modes, other than home delivery, as direct sales, Yakult makes its products available to customers through supermarkets, convenience stores, and other high-volume retailers; vending machines;

factories, offices, and other business settings; recreational facilities; and other channels.

In addition, because they offer health benefits, we go to particular lengths to make Yakult dairy products available at places like schools, hospitals, and facilities serving the health needs of the elderly.

To improve understanding of Yakult products at the retail level

We want customers to use our products only after they have a clear understanding of their health benefits. Toward that end, we perform “value dissemination” promotions aimed at providing information primarily on the health benefits of lactobacilli in major retail stores and other locations, strive to provide as much information as possible at product displays, and actively take other steps to help customers develop a detailed understanding of our products.

Use of vending machines to make access to Yakult products as convenient as possible

In addition to retail stores, Yakult sells its products through vending machines in an effort to give customers access to Yakult

products wherever and whenever they want them. We operate approximately 61,000 vending machines throughout Japan and go to great lengths to not only ensure that products are fresh and machines are operating properly, but also present customers with product choices that meet their needs. In addition, we have taken measures to help improve the global environment and contribute to society by, for example, using highly energy-efficient, heat-pump-equipped vending machines and equipping vending machines with Automatic External Defibrillators (AEDs).

To help even more people enjoy the benefits of Yakult products

Yakult has enhanced its product line through a collaboration with Kirin Beverage Co., Ltd. As part of our relationship with Kirin Beverage, we are also moving forward with the installation of vending machines that offer selections of each company’s best-selling products. This initiative is making it possible to provide customers with product choices for both better health and relaxation in a single vending machine.



Corporate Social Responsibility (CSR)

Coexisting with people, communities, and the environment
Aiming to be the best partner possible



We fulfill our social responsibilities as a company that contributes to good health

The Yakult Group aims to be a good corporate citizen of the earth.
We will continue contributing to the health of people around the world.

CSR as a key management concern

As a company that contributes to good health, Yakult believes that it has a duty to promote corporate social responsibility (CSR) and, thereby, help to build a healthy society in which people can lead healthy lives. The Yakult Group sees companies as members of society and pursues environmental initiatives, social contribution activities, and other things that companies must do, and also those things that only Yakult can do.

Under our corporate philosophy (“We contribute to the health and happiness of people around the world through pursuit of excellence in life science in general and our research and experience in micro-organisms in particular.”) and our corporate slogan (“In order for people to be healthy, everything around them must also be healthy”), we are implementing CSR activities as management cornerstones.

Actively advancing compliance

The Yakult Group considers compliance (compliance with the law and establishing a corporate philosophy) as one of the most important responsibilities of a corporation, and actively advances compliance initiatives.

Yakult Ethical Principles and Code of Conduct

In 2000, we established the Yakult Ethical Principles and Code of Conduct as guidelines for proper corporate activities. We later improved the effectiveness of both and widened the scope of their implementation to include not only Yakult Honsha, but also subsidiaries and market- ing companies—the entire Yakult Group.

Compliance Committee

In 2000, we also established our Compliance Committee, which is composed of independent experts (attorneys and Certified Public Accountants) from outside the company. The Compliance Committee regularly meets with Yakult Honsha executives and provides us with a wide range of opinions and recommendations on the full range of our corporate activities, from the perspective of compliance.

Compliance Promotion System

Yakult has established its Compliance Promotion Team to actively and effectively promote compliance, and appointed Compliance Managers in individual departments and groups to ensure that daily activities are being properly pursued.

Training Activities

Yakult regularly holds position-specific compliance training, and conducts training focused on topics like the Company Law, the Antimonopoly Law, and the Personal Information Protection Law for executives, as well as departments and other organization units.

Detailed, accurate IR information disclosure

At Yakult, we vigorously pursue investor relations (IR) activities, and actively work to disclose financial and other information to shareholders and other investors in a manner that is fair and timely.

We regularly gather information for disclosure through meetings of our IR Liaison Committee and from related departments.

Regarding specific information disclosures, we hold results briefings and business briefings for securities analysts and institutional investors, accept their requests for individual interviews and invite them on tours of our facilities to promote understanding of our business operations.

We have also created an IR page within our website to permit timely access to important information. To promote access by a wider array of investors, we have also

prepared English-language pages and pages for individual investors.

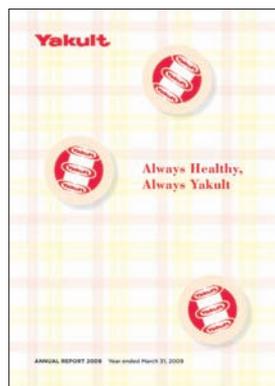
Training and personal development

Organizational invigoration, and training that promotes initiative

So that the Yakult Group can continue to grow in the future, we pursue training and education aimed at enabling both individuals and the organization to continue growing.

Beginning with the time when they first enter the Group and at every important career juncture thereafter, we have employees think about “the spirit of our founding—Shirota-ism,” undergo initiative training, and work to pass on to each individual the spirit of our founding.

In addition, we provide employees with group training and self-development opportunities to acquire the knowledge and skills required for particular roles at each job level. We work to develop people capable of initiating action and changing the status quo, and are moving forward with efforts to create a vibrant corporate culture in which people perform fulfilling work.



Annual Report



Yakult Social & Environmental Report



Healthist magazine

Environmental activities

Environmentally Conscious Corporate Activities

Yakult created an organization for protecting the environment in 1991, and formulated Yakult's Basic Policy on the Environment for the entire Yakult Group in 1997. We have also set forth our environmental philosophy, which reads, "Yakult understands that protecting the earth's environment is one of the most important aspects of coexistence with society and it is committed to considering the need to protect the environment in all of its corporate activities."

Our environmental policy includes requirements like the following:

I Reduce usage of containers and packaging, reduce waste, and design and use containers and packaging that utilize recycled resources.

I Take strict measures to prevent environmental pollution in manufacturing, and reduce waste and greenhouse gas emissions by using resources and energy more efficiently.

I Reduce vehicular and other types of environmental burdens in product shipping and marketing, recycle containers and packaging, and reuse marketing-related resources.

I In all Yakult Group offices, reduce waste and greenhouse gas emissions by using resources and energy more efficiently, and promote recycling and green purchasing to help build a recycling-oriented society.

Every year, we report on the details of activities like these and the status of our environmental management initiatives in the Yakult Social & Environmental Report.

Advanced water treatment system that uses Yakult containers

Yakult is working to promote a water treatment system that uses 65 ml *Yakult* containers with the bottoms removed as tools for culturing microorganisms that break down contaminants. In this system, bottomless *Yakult* containers are randomly added to wastewater treatment tanks where various types of microorganisms take up residence on both the insides and outsides of the *Yakult* containers. These microorganisms thoroughly break down and digest the organic substances that contribute to water pollution, achieving very high levels of treatment with industrial and residential wastewater. Compared to traditional activated sludge treatment methods, this system produces significantly better treatment results, and, with both the national and local governments adopting it, Yakult is helping to improve water quality. Refer to the diagram below.

Yakult's microbial flora analysis technology helping to protect historic ruins

In 2006, we worked with the Katayama Lab. of the Tokyo University of Agriculture and Technology, which is a participant in the JSA (Japanese Government Team for Safeguarding Angkor), to perform research on the impact of microorganisms in the deterioration of historic ruins. Deterioration occurs as a result of many causes. These include physical forces like rain and wind, chemical action, and human activities like illegal excavation and tourism. For the work mentioned above, an adhesive sheet developed by the Nasu Lab. at Osaka University was used to efficiently take samples of microorganisms growing on

important relics and wall paintings without damaging their surfaces. Then we exercised our strengths in the analysis of microbial flora to extract and analyze the DNA of bacteria and fungi. For Yakult, a company with the slogan, "In order for people to be healthy, everything around them must also be healthy," helping to protect cultural heritage is a way to contribute to society.

Advancing science and technology

Contributing to research on intestinal flora

Yakult Bioscience Research Foundation was established in 1992 to actively promote and support research on the relationships between intestinal flora and human health. Its activities consist mainly of intestinal flora research, support for international research exchanges, and sponsorship of an annual symposium on intestinal flora. Intestinal flora research is pursued not only in the field of microbiology but also in areas like nutrition science, immunology, and genetics.

Yakult Honsha has created and operates the Association for Research on Lactic Acid Bacteria, an organization that supports research on lactobacilli and intestinal bacteria, and assists member universities and research institutes from throughout Japan with their research endeavors.



Symposium on Intestinal Flora

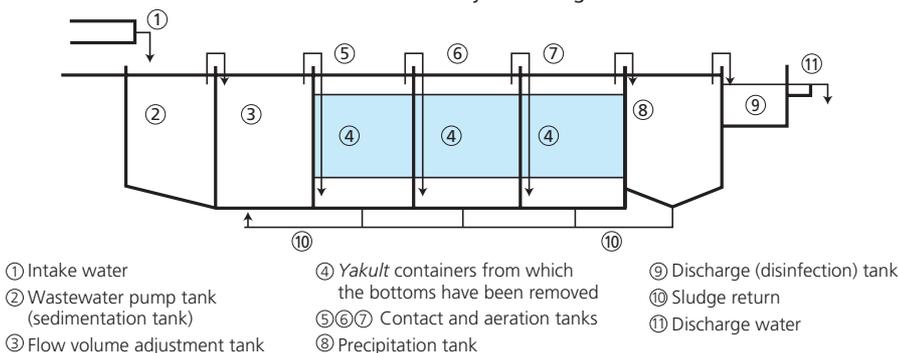
Providing health information

Yakult provides health information based on lactobacillus research

Yakult provides health information through various channels including its *Healthist* and *Probiotics* information magazines, both of which began publication in 1976, educational videos, and other publications.

We also provide information on the benefits of lactobacilli and other health-

Basic Flow of the Water Treatment System Using *Yakult* Containers



related topics through our website in an effort to disseminate accurate knowledge.



Yakult's Website

Relations with local communities

Courtesy Visits born of the sympathy of one person

Since 1972, Yakult Ladies have been visiting single elderly people, as they make their deliveries, to confirm that they are safe and spend some time chatting them.

This activity began when a single Yakult Lady in the Japanese city of Koriyama, Fukushima Prefecture took it upon herself to provide Yakult products to single elderly people, at her own expense, after hearing the sad news of one such person whose death went unnoticed. Her initiative resonated with both the local Yakult marketing company and social workers, and moved local governments throughout Japan to take action. The resulting courtesy visits, known as *"Ai no Homon Katsudo,"* have been highly praised by both people involved in volunteer activities and government. We were recognized for our efforts and received the Japan Institute for Social and Economic Affairs' Special Community Relations Award for Excellence as a Corporation in 1991 and the Minister for Health and Welfare Award in 1994.



Presently, approximately 3,700 Yakult Ladies are paying regular visits to over 47,400 elderly citizens, in response to requests from more than 150 local governments in Japan.

In addition, Yakult Ladies, who have a chance to observe every corner of their sales areas during daily deliveries, contribute to community safety and security through crime watch and other such activities undertaken in coordination with local police.



Yakult's regular visitation program for senior citizens has received high praise as a corporate volunteer activity.

- 1991 — Received the 7th Special Community Relations Award for Excellence as a Corporation, sponsored by the Japan Institute for Social and Economic Affairs
- 1992 — Received the First Japan Life and Culture Grand Prize sponsored by the Japan Fashion Association
- 1994 — Received the Minister for Health and Welfare Award for distinguished volunteer service

Contributing to Sports and Culture

Communicating the fun of sports and preciousness of good health

The Yakult Group, through its professional baseball team, the Tokyo Yakult Swallows, and other means, actively pursues social and cultural activities that convey the enjoyment found in sports and cultural



Tokyo Yakult Swallows Baseball Clinic

events, and the preciousness of good health. In the area of sports, the Swallows entertain fans during the season and, since 1976, have been holding baseball clinics for children's (primary and junior high school aged children) baseball teams during the off-season. In fiscal 2009, clinics were held in 13 locations, with participation by approximately 1,500 kids.

On other fronts, we are working to promote lifelong sports participation through our support for bound tennis, and, since 2005, have sponsored the FINA World Swimming Championships and the FINA World Short Course Championships as an official FINA partner.

In the area of cultural activities, we support the arts through our operation of Yakult Hall. Moving ahead, we will continue to actively promote sporting and cultural activities as a company whose interests lie in advancing the cause of good health.



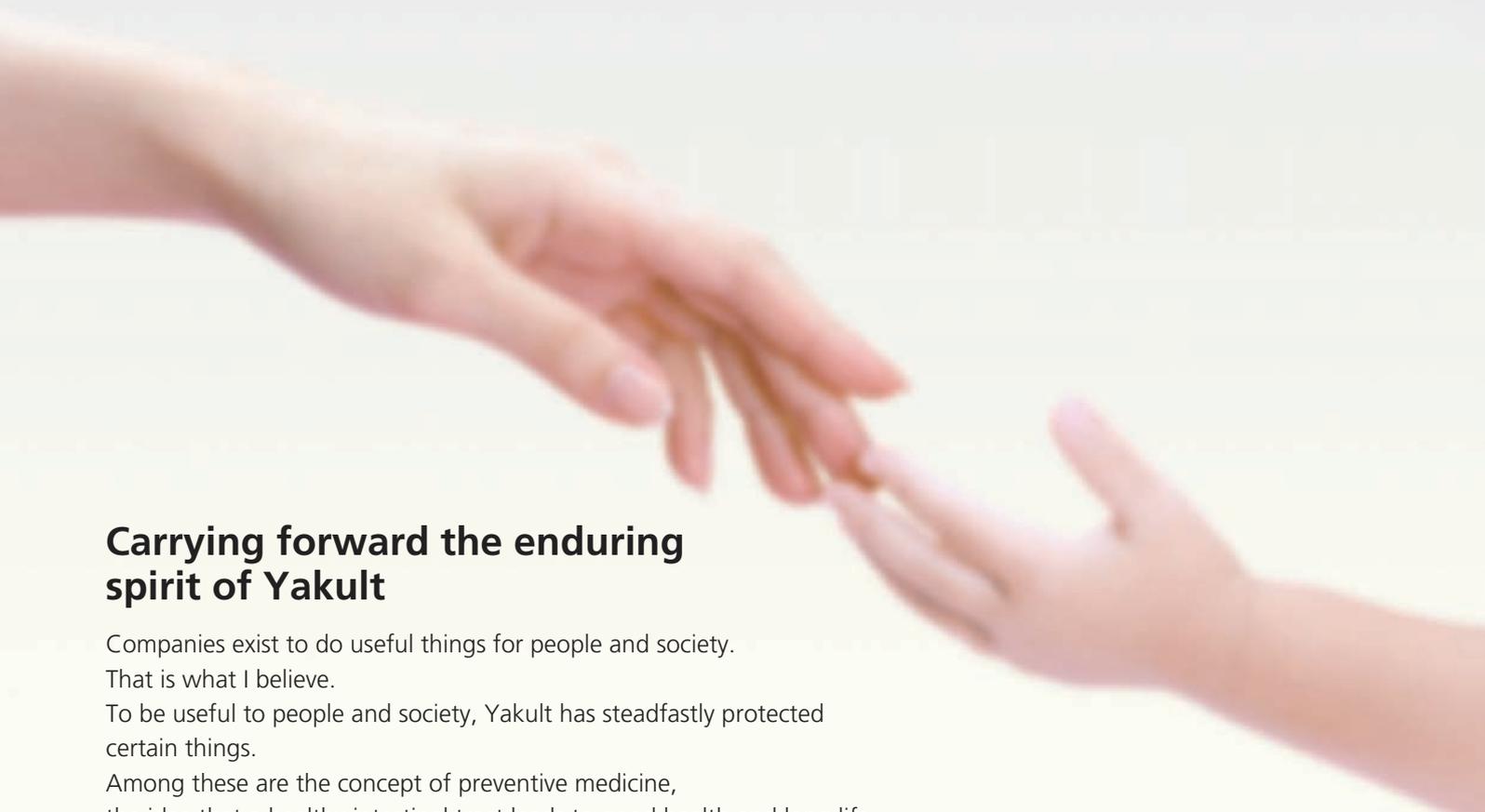
Bound Tennis



Yakult is an Official Partner of the Federation Internationale de Natation (FINA).



Yakult Hall



Carrying forward the enduring spirit of Yakult

Companies exist to do useful things for people and society.
That is what I believe.

To be useful to people and society, Yakult has steadfastly protected certain things.

Among these are the concept of preventive medicine, the idea that a healthy intestinal tract leads to good health and long life, and the conviction that everyone should have affordable access to good health. All three, together with "caring enough to broaden acceptance," "caring enough to make home deliveries," "harmony among people," "sincerity" and "honesty and kindness," form the foundation upon which we have built our businesses, and we refer to them collectively as "Shirota-ism." They also represent the desire of Dr. Minoru Shirota, Yakult's founder, to sincerely deliver good health to as many people as possible.

We regard Shirota-ism as a universal truth that has, is, and will continue contributing to human health.

Maintaining this universal truth as our constant guide has seen us through to this year, which marks the 75th anniversary of the founding of our company.

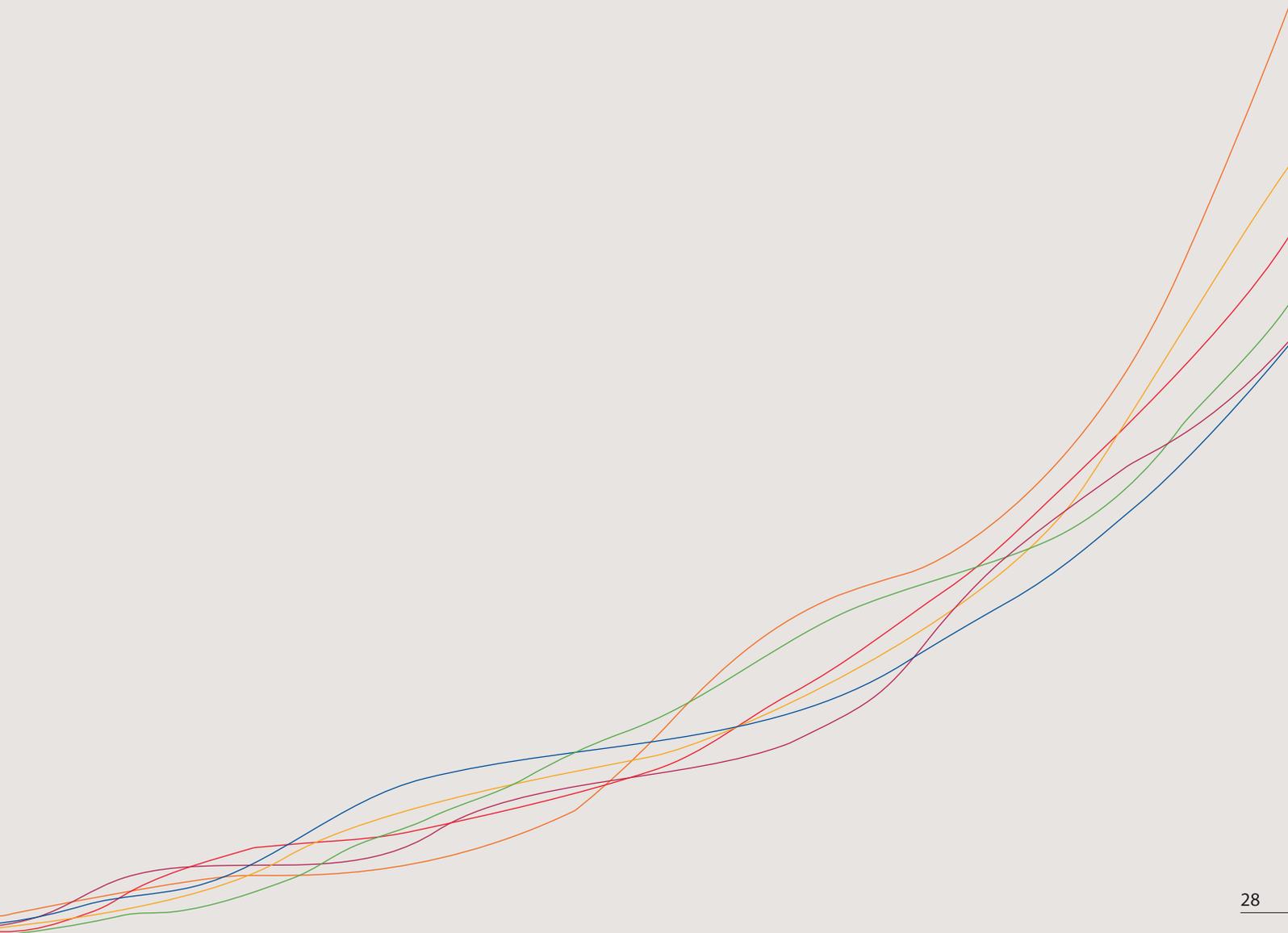
We at Yakult promise that we will steadfastly carry forward the philosophy, dreams, ideals, and passionate will that have sustained us since our founding, even amid environmental crises, the chronic stresses of society, safety and credibility problems regarding food, and other forms of societal tumult.

In response to the enduring desire for good health, we will unflinchingly protect these universal truths, and, as a leading company in the field of probiotics, we will work to extend good health to even more people, farther reaches of our planet, and an even greater cross-section of society.



President Sumiya Hori

Profile & History





Yakult Honsha: A Company Profile

I Corporate name:	YAKULT HONSHA CO., LTD.
I Date founded:	1935
I Date incorporated:	April 9, 1955
I Head office:	1-19 Higashi Shimbashi 1-chome, Minato-ku, Tokyo, Japan Telephone: 03-3574-8960
I Paid-in capital:	¥31,117.65 million
I Annual account settlement date:	March 31
I No. of employees:	2,872 including 437 employees temporarily assigned to other companies and contract employees (338 employees temporarily assigned and 99 contract employees) (as of March 31, 2010)
I Main banks:	Mizuho Bank, Resona Bank, Bank of Tokyo-Mitsubishi UFJ

Principal Business Activities

Yakult Honsha:	Manufacturing and marketing of food and beverage products, cosmetics, pharmaceuticals, and others
Marketing companies:	Distribution of Yakult's products
Bottling companies:	Bottling, commercialization, and container production

Principal Subsidiaries

Yakult Kyudan Co., Ltd.	Yakult Food Industry Co., Ltd.	Yakult Nishi Nihon Logistics Co., Ltd.
Yakult Corporation Co., Ltd.	Yakult Higashi Nihon Logistics Co., Ltd.	Yakult Pharmaceutical Industry Co., Ltd.
Yakult Materials Co., Ltd.	Yakult Chuo Logistics Co., Ltd.	Yakult Life Service Co., Ltd.

Business Performance

	March 2006	March 2007	March 2008	March 2009	March 2010
I Consolidated/Net Sales and Income					
Net Sales	267,707	273,099	317,335	293,490	290,678
Net Income	14,442	14,805	16,675	11,324	13,248
I Non-Consolidated/Net Sales and Income					
Net Sales	162,423	161,656	167,390	170,893	166,006
Net Income	7,401	8,250	8,166	-1,434	2,214
I Non-Consolidated/Sales by Product					
Dairy products	77,765	75,839	75,132	75,500	76,292
Juices and soft drinks	44,273	44,490	40,997	38,664	35,994
Cosmetics	6,546	6,644	6,687	6,709	6,499
Pharmaceuticals	24,245	25,698	31,003	35,235	35,079
Others	9,592	8,982	13,570	14,783	12,141
Total	162,423	161,656	167,390	170,893	166,006

(Unit: million yen)

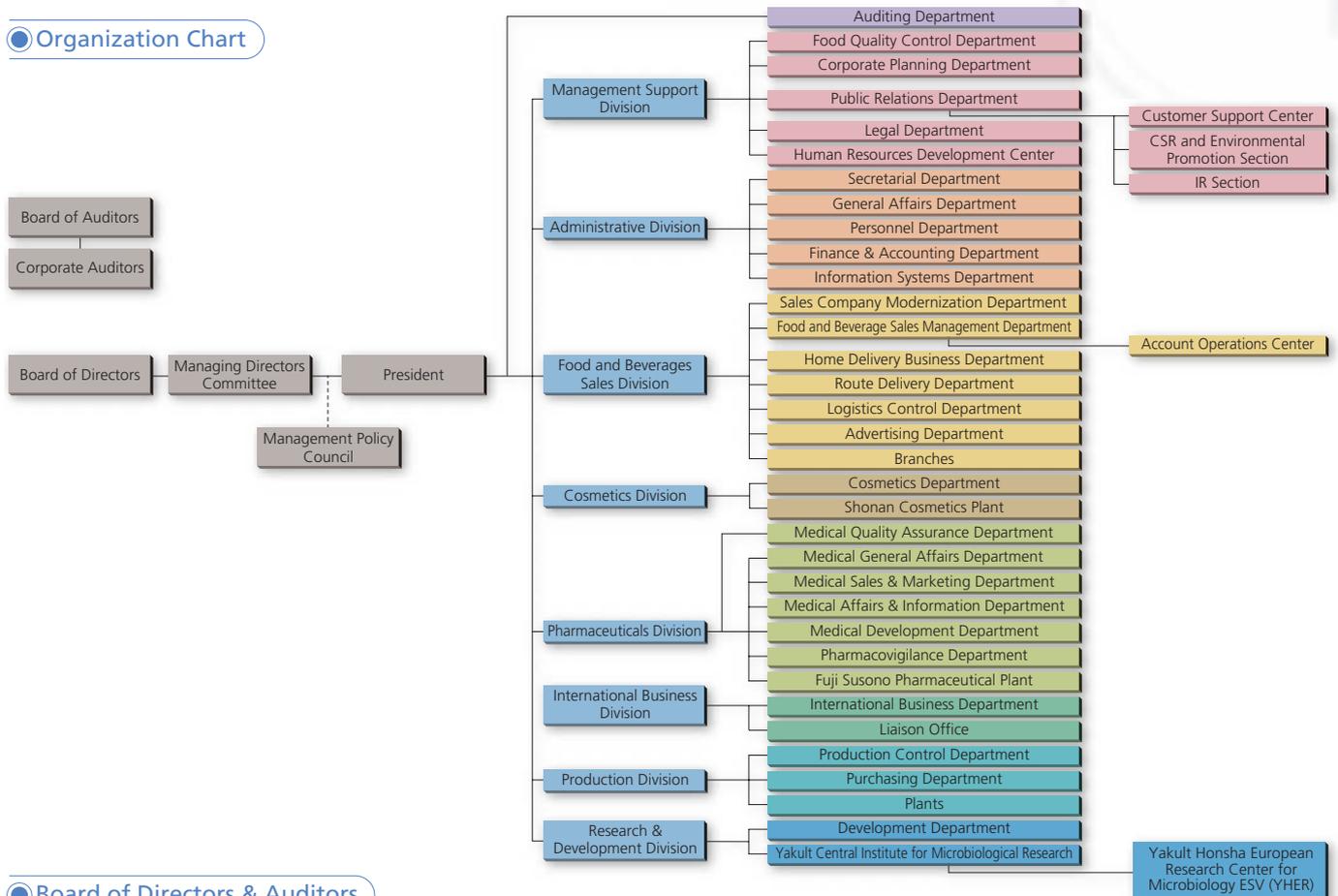
Branches

Hokkaido Branch: Odori Koen Bldg. 6F, 6-10-10, Odori Nishi, Chuo-ku, Sapporo-shi, Hokkaido 060-0042	TEL: 011-231-8960
East Japan Branch: Hibiya Bldg. 1F, 1-1-7, Uchisaiwai-cho, Chiyoda-ku, Tokyo 100-0011	TEL: 03-5962-8960
Sendai Office, East Japan Branch: Tokyo Tatemono Sendai Bldg. 6F, 1-6-35, Chuo, Aoba-ku, Sendai-shi, Miyagi 980-0021	TEL: 022-713-8960
Metropolitan Branch: Ginza MTR Bldg. 10F, 6-18-2, Ginza, Chuo-ku, Tokyo 104-0061	TEL: 03-5148-8960
Central Japan Branch: Uemura Nissei Bldg. 7F, 3-3-31, Miyahara, Yodogawa-ku, Osaka-shi, Osaka 532-0003	TEL: 06-6392-8960
Tokai Office, Central Japan Branch: 3F in Yakult Gifu Sales Co., Ltd. Bldg., 3-8-7, Shimonara, Gifu-shi, Gifu 500-8385	TEL: 058-277-8960
West Japan Branch: Denki Bldg. Kitakan 4F, 2-1-82, Watanabe-dori, Chuo-ku, Fukuoka-shi, Fukuoka 810-0004	TEL: 092-711-8960
Okayama Office, West Japan Branch: Sumitomo Life Okayama Bldg. 15F, 1-1-1, Yanagi-machi, Kita-ku, Okayama-shi, Okayama 700-0904	TEL: 086-226-8960

Research and Development Institute

Yakult Central Institute for Microbiological Research: 1796, Yaho, Kunitachi-shi, Tokyo 186-8650	TEL: 042-577-8960
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Organization Chart



Board of Directors & Auditors

President

Sumiya Hori

Senior Managing Directors

Yoshihiro Kawabata

(Divisional General Manager, International Business Division)

Tsuyoshi Kinugasa

(Divisional General Manager, Management Support Division)

Chizuka Kai

(Divisional General Manager, R&D Division and Divisional General Manager, Production Division)

Takashige Negishi

(Divisional General Manager, Administrative Division)

Managing Directors

Yasufumi Murata

(Divisional General Manager, Cosmetics Division)

Masahiro Negishi

(Divisional General Manager, Food & Beverages Sales Division)

Shigeyoshi Sakamoto

(Divisional General Manager, Pharmaceuticals Division)

Managing Directors

Hiroshi Narita

Haruji Sawada

Directors

Akinori Abe

Kenichi Shiino

Yoshiaki Tanaka

Kiyotaka Kikuchi

Hiroshi Wakabayashi

Masaki Tanaka

Fumiyasu Ishikawa

Masanori Ito

Directors (Part-time)

Jacques Vincent (Outside)

Sven Thormahlen (Outside)

Ryuji Yasuda (Outside)

Richard Hall (Outside)

Directors (Part-time)

Shouji Ikegami

Masayuki Takemura

Toshihiro Araki

Yasuhisa Abe

Senior Corporate Auditors

Katsumi Ohtsubo

Takeyoshi Tanaka

Corporate Auditors

Teruo Nakamura

Akihiko Okudaira (Outside)

Ryohei Sumiya (Outside)

Masahiko Ikeda (Outside)

Seijuro Tanigawa (Outside)

(as of June 23, 2010)

Honsha Plants

Fukushima Plant: 10-1, Aza Tooki, Kuroiwa, Fukushima-shi, Fukushima 960-8520

Ibaraki Plant: 1232-2, Oaza Kawatsuma, Goka-machi, Sashima-gun, Ibaraki 306-0314

Shonan Cosmetics Plant: 2-5-10, Kugenumashinmei, Fujisawa-shi, Kanagawa 251-0021

Fuji Susono Plant: 653-1, Aza Juzaburo, Shimowada, Susono-shi, Shizuoka 410-1105

Fuji Susono Pharmaceutical Plant: 653-1, Aza Juzaburo, Shimowada, Susono-shi, Shizuoka 410-1105

Kyoto Plant: 38, Tohachi, Makishima-cho, Uji-shi, Kyoto 611-0041

Fukuyama Plant: 5253, Kamura-cho, Fukuyama-shi, Hiroshima 729-0112

Saga Plant: 2300, Tamichigari, Kanzaki-machi, Kanzaki-shi, Saga 842-0002

Kumamoto Plant: 3-24-1, Kamikumamoto, Kumamoto-shi, Kumamoto 860-0079

TEL: 024-546-8960

TEL: 0280-84-2121

TEL: 0466-25-8960

TEL: 055-997-3311

TEL: 055-997-4417

TEL: 0774-22-8960

TEL: 084-934-8960

TEL: 0952-52-3161

TEL: 096-324-8960

1930s

- 1930 I Dr. Minoru Shirota succeeds in strengthening and culturing lactic acid bacteria, useful for maintaining health (*L. casei* strain Shirota).
- 1935 I *Yakult* is manufactured and introduced to the market.
- 1938 I *Yakult* is registered as a trademark.

1940s

- 1940 I Local offices of the Association for Promotion of Preventive Bacteria Strain Shirota are established in various parts of Japan for the purpose of marketing and distributing *Yakult*.

1950s

- 1955 I Yakult Honsha Co., Ltd. is established. (Nishi Hatchobori, Chuo-ku, Tokyo)
- I Research Institute is established in Kyoto.

1960s

- 1963 I *Yakult* launches its unique *Yakult Lady* home delivery system.
- 1964 I Yakult Co., Ltd. (Taiwan) begins operations as the company's first overseas operation base.
- 1967 I Yakult Central Institute for Microbiological Research is established in Kunitachi, Tokyo.
- 1968 I The company takes over the management of the Sankei Atoms baseball team (now the Tokyo Yakult Swallows).
- I Yakult S/A Ind. E. Com. (Brazil) begins operations.
- I *Yakult* is introduced to the market in a new plastic container.
- 1969 I Hong Kong Yakult Co., Ltd. begins operations.

1970s

- 1970 I *Joie* fermented milk is introduced to the market.
- 1971 I The company begins the full-scale sale of cosmetics.
- I Yakult (Thailand) Co., Ltd. and Korea Yakult Co., Ltd. begin operations.
- 1972 I New head office building is completed in Higashi Shimbashi, Minato-ku, Tokyo.
- I Program of regular visits to senior citizens by *Yakult Ladies* begins.
- 1975 I *Biolactis Capsules* ethical drug is introduced to the healthcare industry, thereby marking *Yakult's* entrance into the pharmaceutical business.
- I *Sofuhl* fermented milk is introduced to the market.
- 1978 I Yakult Philippines, Inc. is established.
- I *Mil-Mil* fermented milk—developed through the direct culture of bifidobacteria—is introduced to the market.
- 1979 I Yakult (Singapore) Pte. Ltd. begins operations.
- I The company verifies the anticancer effect of lactobacillus YIT 9018 and begins the development of a lactobacilli-based anticancer drug.
- I *Yakult Seichoyaku* intestinal regulator—an over-the-counter medicine—is introduced to the healthcare industry.

1980s

- 1980 I Company stocks are listed on the Second Section of the Tokyo Stock Exchange.
- I *Toughman* health drink is introduced to the market.
- 1981 I Company stocks are listed on the First Section of the Tokyo Stock Exchange.
- I Yakult S.A. De C.V. (Mexico) begins operations.
- I *Yakult 80* fermented milk drink is introduced to the market.
- 1982 I *Mil-Mil E* fermented milk is introduced to the market.
- 1986 I Fuji Susono Plant is completed for dairy-product manufacturing.

- 1987 I Facilities for the manufacture of pharmaceuticals and beverages are completed at the Fuji Susono Plant.
- 1988 I *Calorian* enriched nutritional liquid food product is introduced to the market.
- 1989 I *Revecy S.E. Series* is introduced to the market.
- I *Bifiel*, fermented milk containing *bifidobacteria*, is introduced to the market.

1990s

- 1990 I The company files an application with the Ministry of Health and Welfare for the approval to manufacture LC9018 immunotherapeutic anticancer agent (product name, *Lemonal Injection*).
- 1991 I P.T. Yakult Indonesia Persada begins operations.
- I Representative office is opened in Amsterdam, Netherlands.
- I *Yakult 80 Ace* fermented milk drink is introduced to the market.
- 1992 I Bioscience Research Foundation is established.
- 1994 I Yakult Australia Pty. Ltd. and Yakult Nederland B.V. begin operations.
- I The manufacture of irinotecan hydrochloride, a cancer chemotherapeutic agent, is approved, and the drug is introduced to the healthcare industry under the brand name of *Campto*.
- I The company receives the Minister for Health and Welfare Award for distinguished volunteer service on behalf of the program of regular visits to senior citizens.
- 1995 I Yakult Belgium S.A./N.V. begins operations.
- I The sale of the CPT-11 chemotherapeutic anticancer drug is approved in France as a therapeutic drug for progressive recurrent intractable colorectal cancer.
- I *Parabio Series* premium-quality skincare product line is introduced to the market.
- I *Yakult BL Seichoyaku* intestinal regulator—which combines bifidobacteria and lactobacilli—is introduced to the market.
- 1996 I Yakult Europe B.V. is established.
- I Yakult UK Ltd. and Yakult Deutschland GmbH begin operations.
- I Yakult Fuji Distribution Center is completed.
- I The sale of the CPT-11 chemotherapeutic anticancer drug is approved in the U.S. as a therapeutic drug for progressive recurrent intractable colorectal cancer.
- 1997 I Fuji Susono Plant receives ISO9002 certification.
- *(The ISO9002 standard, as a result of ISO standard revisions, was integrated into the ISO9001 standard as of October 2002.)
- I Yakult Argentina S.A. begins operations.
- I The company receives the Minister for Agriculture, Forestry, and Fisheries Award (in the Consumer Division) at the Excellent Corporations of Food Industry Awards.
- I *Revecy-N Series* skincare product line is introduced to the market.
- 1998 I Ten Yakult plants and one subsidiary plant receive HACCP (Hazard Analysis Critical Control Point) approval for total hygienic control in their production processes.
- *All the food plants (ten Yakult plants and nine subsidiary plants) had obtained approval as of October 2001.
- I *Yakult* is approved by the Ministry of Health and Welfare for labeling as Foods for Specified Health Uses.
- I *Bansoreicha* is introduced to the market.
- I *Spherex* arterial embolization material is introduced to the healthcare industry.
- I *Yakult 80 Ace*, *Yakult LT*, *Joie*, *Mil-Mil*, and *Mil-Mil E* are approved by the Ministry of Health and Welfare for labeling as Foods for Specified Health Uses.

1960s



Yakult (Glass bottle)

1968



Yakult (Plastic container)

1970



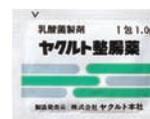
Joie

1978



Mil-Mil

1979



Yakult Seichoyaku

- 1999 | *Yakult 400* fermented milk drink is introduced to the market.
- | *Bifiel*, *Yakult 400*, and *Sofuhl* are approved by the Ministry of Health and Welfare for labeling as Foods for Specified Health Uses.
- | The cancer prevention efficacy of *L. casei* strain Shirota is announced at the 58th General Meeting of the Japan Cancer Society.
- | Kyoto plant receives ISO14001 certification.
- *Nine Yakult plants, the Yakult's Analysis Laboratory, Nihon Chlorella, six subsidiary plants, and one distribution company have obtained certification as of August 31, 2009.

2000s

- 2000 | *Bansoreicha* is approved by the Ministry of Health and Welfare for labeling as Foods for Specified Health Uses.
- | The company receives an award from the *Nihon Shokuryo Shimibun* (Japan Food Stuff Newspaper) for contributions to the development of the food industry during the 20th century.
- 2001 | Fuji Susono Pharmaceutical Plant expansion completed.
- | *Purela* soft yogurt is introduced to the market.
- | 21st century Food and Health Forum is held. (subsequently held annually)
- | Yakult Swallows win their sixth league championship and fifth Japan Series title.
- 2002 | World's first Automatic Intestinal Flora Analysis System is developed.
- | Guangzhou Yakult Co., Ltd. begins operations.
- 2003 | *Kurozu Drink* is introduced to the market.
- | Cosmetic brand *Posh Mama* is introduced to the market.
- | *Campto Injection* wins the Chairman's Prize from Japan Institute of Invention and Innovation.
- | Vending machine sales alliance is established with Kirin Beverage.
- 2004 | Yakult (Malaysia) Sdn. Bhd. begins operations.
- | *New Toughman* and *Toughman V* are introduced to the market.
- | Entered into a strategic alliance with Groupe Danone.
- | Sales of *Yakult* are begun in New Zealand.
- | The *Revecy Series*, a new foundation cosmetic line, is introduced to the market.
- | *Pretio* (Food for Specified Health Uses), a fermented milk drink is introduced to the market.
- | Shanghai Yakult Co., Ltd. begins operations.
- | Sales of *Yakult* are begun in Ireland.
- 2005 | *Yakult 300V* is introduced to the market.
- | Research center is established in Europe (Belgium).
- | Yakult (China) Co., Ltd. is established to oversee operations in China.
- | Oxaliplatin, a cancer chemotherapeutic agent for the treatment of advanced colorectal cancer, is approved under the name of *Elplat*.
- | Signed a memorandum of understanding with Kirin Brewery Co., Ltd. and Kirin Beverage Corporation to enter into a business partnership focusing on health and functional foods.
- | Co-sponsored the FINA World Swimming Championships as an Official FINA Partner.
- | Decision made to enter the Indian market in alliance with Groupe Danone.
- | Three types of *Bifiene*, the new yogurt drink, are introduced to the market.
- | Shanghai Yakult Marketing Co., Ltd. begins operations.
- | Yakult Oesterreich GmbH begins operations.
- 2006 | *Sofuhl LCS 100* is introduced to the market.
- | The name of Yakult's line of beauty products was changed to Yakult Beautiens.

- 2006 | Our new line of basic cosmetics, *Uruou Series*, is introduced to the market.
- | The process of acquiring ISO9001 and ISO14001 certification of marketing companies begins (integrated certification).
- | Our new corporate slogan is decided : Healthier People, a Healthier World.
- | Beijing Yakult Marketing Co., Ltd. begins operations.
- | *Yakult 300VLT* is introduced to the market.
- | *Yakult Science Research Lab* pavilion opened at KidZania Tokyo.
- | The Yakult Crime and Disaster Prevention Council is established and a memorandum of understanding is concluded with the Tokyo Metropolitan Police Department regarding crime-prevention.
- 2007 | Yakult Italia S.r.l. begins operations.
- | Local representative office of Yakult established in the United Arab Emirates (UAE).
- | Yakult Iwate Plant is completed.
- | Sales of *Yakult* are begun in California, USA.
- | Yakult Vietnam Co., Ltd. begins operations.
- 2008 | Yakult Danone India Pvt. Ltd. begins operations.
- | Pan-industry social event is held with Toyota Central R&D Labs. of the Toyota group.
- | Shonan Cosmetics Plant is completed. Conducted tour begin.
- | *BF-1*, a new type fermented dairy beverage containing the bifidobacteria *B. bifidum* strain BF-1 is introduced to the market.
- | *Chosei Tonyu Kokusandaizu Shiyo* (Recognized as a Food for Specified Health Uses) is introduced to the market.
- | *Yakult SHEs* is introduced to the market.
- | Yakult participates in the Ministry of the Environment's "CO₂ Reduction/Light-Down Campaign."
- | *Yakult 400LT* is introduced to the market.
- | Sales of *Yakult* are begun in the Central American country of Belize.
- | Yakult receives a 2008 Good Design Long Life Design Award (G-Mark).
- 2009 | The anticancer drug *Elplat for Injection 50mg* is introduced to the market.
- | Yakult (Thailand) Co., Ltd. builds its second production plant in Ayutthaya.
- | *Yakult Calorie Half* is introduced to the market.
- | *Revecy White* is introduced to the market.
- | *Yakult SHEs Hard Type* is introduced to the market.
- | *Joie* container wins the *Japan Star Award*, the Japan Packaging Contest's highest award.
- | *Gyutto Kenko Cassis*, *Coenzyme Q10*, and *Shiso* are introduced to the market.
- 2010 | The scientific paper "*The Science of B. breve strain Yakult—Relationship with Intestinal Flora and Health*" is published.
- | Bifidobacteria beverage *Mil-Mil* is introduced to the market.
- | The main building removal work and landscaping work at Yakult Central Institute are completed. "*A research institute in the forest*" is realized.
- | The Yakult Honsha building, including Yakult Hall, receives *Fire Safety Building Certificate (Excellence Mark)*.
- | An enhanced *Parabio Series* is introduced to the market.
- | *Gyutto Kenko Glucosamine* is introduced to the market.
- | A water soluble formulation of the anticancer drug *Elplat* is introduced to the market.

| Corporate History
| History of Products

1994



Campto Injection

1995



Parabio Series

1998



Bansoreicha

1999



Yakult 400

2005



Elplat

Certifications Obtained

ISO9001 ISO14001 ISO22000 HACCP GMP

*GMP: Good Manufacturing Practice. Facilities that employ GMPs for food.

*Symbols are shown next to facilities when at least one of their offices or factories has gained the relevant certification.

When multiple offices or factories have gained a particular certification, each will have done so under conditions unique to the office or factory.

Overseas

Overseas Operations

Yakult Ladies approx. 38,300
 Employees approx. 13,400
 (as of March 31, 2010)



Domestic

Domestic Operations

Head Office 1
 Branches 5
 Research and Development institute 1
 Honsha plants 9
 Marketing companies 111
 Bottling companies 6
 Yakult Ladies approx. 42,700
 Yakult Beauty Advisors approx. 6,900
 (as of June 1, 2010)

Hokkaido Block

Yakult Ladies 2,530
 Yakult Beauty Advisors 1,360

Honsha Organization
 Hokkaido Branch

Marketing companies (11)

- Yakult Sapporo Sales Co., Ltd.
- Yakult Minami-Hokkaido Sales Co., Ltd.
- Yakult Tomakomai Sales Co., Ltd.
- Yakult Iwamizawa Sales Co., Ltd.
- Yakult Kushiro Sales Co., Ltd.
- Yakult Obihiro Sales Co., Ltd.
- Yakult Kitami Sales Co., Ltd.
- Yakult Muroran Sales Co., Ltd.
- Yakult Kita Hokkaido Co., Ltd.

*The following marketing companies are generalized.

- Yakult Monbetsu Sales Co., Ltd.
- Yakult Rumoi Sales Co., Ltd.
- Yakult Wakkanai Sales Co., Ltd.

East Japan Block

Yakult Ladies 10,630
 Yakult Beauty Advisors 950

Honsha Organization

- East Japan Branch
- Fukushima Plant ●●●
- Ibaraki Plant ●●●
- Fuji Susono Plant ●●●
- Fuji Susono Pharmaceutical Plant ●

Marketing companies (31)

- Yakult Aomori Sales Co., Ltd.
- Yakult Iwate Sales Co., Ltd. ●●
- Yakult Miyako Sales Co., Ltd.
- Yakult Ofunato Sales Ltd.
- Yakult Akita Sales Co., Ltd.
- Yakult Odate Sales Co., Ltd. ●●
- Yakult Yokote Sales Co., Ltd.
- Yakult Yamagata Sales Co., Ltd.
- Yakult Yonezawa Sales Co., Ltd. ●

- Yakult Shonai Sales Co., Ltd.
- Yakult Miyagi Chuo Sales Co., Ltd.
- Yakult Ishinomaki Sales Co., Ltd.
- Yakult Fukushima Sales Co., Ltd.
- Yakult Koriyama Sales Co., Ltd.
- Yakult Aizu Sales Co., Ltd.
- Yakult Iwaki Sales Co., Ltd.
- Yakult Mito Sales Co., Ltd. ●
- Yakult Koga Sales Co., Ltd.
- Yakult Utsunomiya Sales Co., Ltd.
- Yakult Ryomo Sales Co., Ltd.
- Yakult Gunma Sales Co., Ltd. ●●●
- Yakult Higashi Shizuoka Sales Co., Ltd.
- Yakult Chuo Shizuoka Sales Co., Ltd.
- Yakult Nishi Shizuoka Sales Co., Ltd.

- Yakult Yamanashi Sales Co., Ltd.
- Yakult Nanshin Sales Co., Ltd.
- Yakult Hokushin Sales Co., Ltd.
- Yakult Niigata Sales Co., Ltd. ●●
- Yakult Nagaoka Sales Co., Ltd.
- Yakult Shibata Sales Co., Ltd.
- Yakult Joetsu Sales Co., Ltd. ●●

Bottling companies (1)

- Yakult Iwate Plant Co., Ltd. ●●●



Promoting Better Health through Domestic and International Networks

The Yakult Group comprises nearly 140 companies (approximately 170 counting overseas operations), including Yakult Honsha Co., Ltd., marketing companies that distribute Yakult's products to customers throughout Japan, bottling companies that manufacture containers and bottle Yakult's products, and other affiliates.



- ① Yakult Co., Ltd. (Taiwan) ●
- ② Hong Kong Yakult Co., Ltd. ●
- ③ Yakult (Thailand) Co., Ltd. ●●
- ④ Korea Yakult Co., Ltd. ●●
- ⑤ Yakult Philippines, Inc.
- ⑥ Yakult (Singapore) Pte. Ltd. ●●
- ⑦ P.T. Yakult Indonesia Persada ●●
- ⑧ Yakult Australia Pty. Ltd. (New Zealand Branch) ●●
- ⑨ Yakult (Malaysia) Sdn. Bhd. ●
- ⑩ Yakult Vietnam Co., Ltd. ●●
- ⑪ Yakult Danone India Pvt. Ltd.
- ⑫ Yakult (China) Co., Ltd.
- ⑬ Guangzhou Yakult Co., Ltd. ●●●●
- ⑭ Shanghai Yakult Co., Ltd. ●●
- ⑮ Beijing Yakult Co., Ltd.
- ⑯ Shanghai Yakult Marketing Co., Ltd.
- ⑰ Yakult S/A Ind. E. Com. (Brazil) ●●
- ⑱ Yakult S.A. De C.V. (Mexico) ●●
- ⑲ Yakult Argentina S.A.
- ⑳ Yakult U.S.A. Inc.
- ㉑ Yakult Europe B.V. ●●●●
- ㉒ Yakult Nederland B.V.
- ㉓ Yakult Belgium S.A./N.V.
- ㉔ Yakult UK Ltd. (Ireland Branch) ●●
- ㉕ Yakult Deutschland GmbH
- ㉖ Yakult Oesterreich GmbH
- ㉗ Yakult Italia S.r.l.
- ★ Yakult Honsha European Research Center for Microbiology ESV (YHER)

● Countries where products are also sold (excluding test sales in Luxembourg, France, Spain, Brunei, Uruguay, Canada, and Belize)

Metropolitan Block

Yakult Ladies 8,980
Yakult Beauty Advisors 900

■ Honsha Organization

Head Office
Metropolitan Branch
Yakult Central Institute for Microbiological Research ●
Shonan Cosmetics Plant ●

■ Marketing companies (19)

Yakult Saitama Sales Co., Ltd.
Yakult Saitama Tobu Sales Co., Ltd.
Yakult Kazo Sales Co., Ltd.
Yakult Saitama-Nishi Sales Co., Ltd. ●
Yakult Saitama Hokubu Sales Co., Ltd.
Yakult Chiba Ken Sales Co., Ltd.
Yakult Sumida Sales Co., Ltd.
Yakult Johoku Sales Co., Ltd.
Yakult Katsushika Sales Co., Ltd.
Yakult Seito Sales Co., Ltd.
Yakult Musashino Sales Co., Ltd.
Yakult Tokyo sales Co., Ltd. ●●

(5 of 6 sales offices had obtained approval)

Yakult Kanagawa Higashi Sales Co., Ltd. ●●
Yakult Kanagawa Chuo Sales Co., Ltd.
Yakult Kita Keihin Sales Co., Ltd.
Yakult Shonan Sales Co., Ltd.
Yakult Odawara Sales Co., Ltd.
Yakult Atsugi Sales Co., Ltd.

■ Bottling companies (1)

Yakult Chiba Plant Co., Ltd. ●●

Central Japan Block

Yakult Ladies 10,320
Yakult Beauty Advisors 1,500

■ Honsha Organization

Central Japan Branch
Kyoto Plant ●●

■ Marketing companies (19)

Yakult Tokai Co., Ltd.
*The following five marketing companies (Gifu, Takayama, Nagoya, Mie and Aichi Chuo) are generalized.
●Yakult Gifu Sales Co., Ltd.
●Yakult Takayama Sales Co., Ltd.
●Yakult Nagoya Sales Co., Ltd.
●Yakult Mie Sales Co., Ltd.

●Yakult Aichi Chuo Sales Co., Ltd.
Yakult Owari Sales Co., Ltd.
Yakult Higashi Mikawa Sales Co., Ltd.
Yakult Toyama Sales Co., Ltd.
Yakult Hokuriku Co., Ltd.
*The following marketing companies are generalized.
●Yakult Fukui Sales Co., Ltd.
Yakult Nanao Sales Co., Ltd.
Yakult Keiji Sales Co., Ltd.
Yakult Kinki Chuo Sales Co., Ltd.
(Hanshin Sales Office: ●●)
Yakult Suita Sales Co., Ltd.
Yakult Sennari Sales Co., Ltd.
Yakult Sakai Sales Co., Ltd.
Yakult Osaka Tobu Sales Co., Ltd.
Yakult Minami Osaka Sales Co., Ltd.
Yakult Nara Sales Co., Ltd.
Yakult Wakayama Sales Co., Ltd.
Yakult Kobe Sales Co., Ltd.
Yakult Hyogo Sales Co., Ltd. ●
Yakult Himeji Sales Co., Ltd.
Yakult Awaji Sales Co., Ltd.

■ Bottling companies (3)

Yakult Aichi Plant Co., Ltd. ●●
Yakult Osaka Plant Co., Ltd. ●●
Yakult Kobe Plant Co., Ltd. ●●

West Japan Block

Yakult Ladies 10,290
Yakult Beauty Advisors 2,160

■ Honsha Organization

West Japan Branch
Fukuyama Plant ●●
Saga Plant ●●
Kumamoto Plant ●●

■ Marketing companies (31)

Yakult Tottori Sales Co., Ltd.
Yakult Sanin Chuo Sales Co., Ltd.
Yakult Shimane Sales Co., Ltd.
Yakult Okayama Sales Co., Ltd.
Yakult Tsuyama Sales Co., Ltd.
Yakult Okayama Seibu Sales Co., Ltd.
Yakult Sanyo Co., Ltd.
*The following two marketing companies (Shin Hiroshima and Yamaguchi) are generalized.
●Yakult Shin Hiroshima Sales Co., Ltd. ●●
●Yakult Yamaguchi Sales Co., Ltd. ●●
Yakult Hiroshima Chuo Sales Co., Ltd. ●●
Yakult Yamaguchi Tobu Sales Co., Ltd.
Yakult Kagawa Sales Co., Ltd.
Yakult Tokushima Sales Co., Ltd.

Yakult Kochi Sales Co., Ltd.
Yakult Matsuyama Sales Co., Ltd.
Yakult Ehime Tobu Sales Co., Ltd.
Yakult Ehime Nanbu Sales Co., Ltd.
Yakult Kitakyushu Sales Co., Ltd.
Yakult Fukuoka Sales Co., Ltd.
Yakult Chuo Fukuoka Sales Co., Ltd.
Yakult Kurume Sales Co., Ltd.
Yakult Oita Sales Co., Ltd.
Yakult Sagaken Sales Co., Ltd. ●●
Yakult Nagasaki Co., Ltd.
Yakult Sasebo Co., Ltd.
Yakult Goto Sales Co., Ltd.
Yakult Kumamoto Co., Ltd.
Yakult Miyazaki Sales Co., Ltd. ●●
Yakult Miyakonojo Sales Co., Ltd. ●●
Yakult Sendai Sales Co., Ltd. ●●
Yakult Kagoshima Sales Co., Ltd. ●●
Yakult Kagoshima Tobu Sales Co., Ltd. ●●
Yakult Okinawa Co., Ltd.

■ Bottling companies (1)

Yakult Fukuoka Plant Co., Ltd. ●●

Yakult

●Please visit Yakult's Website at
<http://www.yakult.co.jp>
for more information on our company.



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