

**Yakult**

COMPANY PROFILE

**Yakult**

2012-2013

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



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**Yakult**

## Continuously Evolving Yakult

From 1935, when we began to manufacture and sell the *Yakult* fermented milk drink, through to today, we at Yakult have continuously evolved and changed with the times, adopting new perspectives, while continuing to value 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



Minoru Shirota, M.D.

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

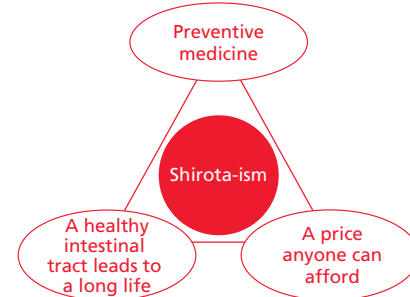
1899 Born in Iida, Nagano Prefecture  
1921 Entered the Medical School of Kyoto Imperial University  
1930 Received the degree of Doctor of Medicine  
1931 Received license to practice medicine

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.

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

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

## 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.



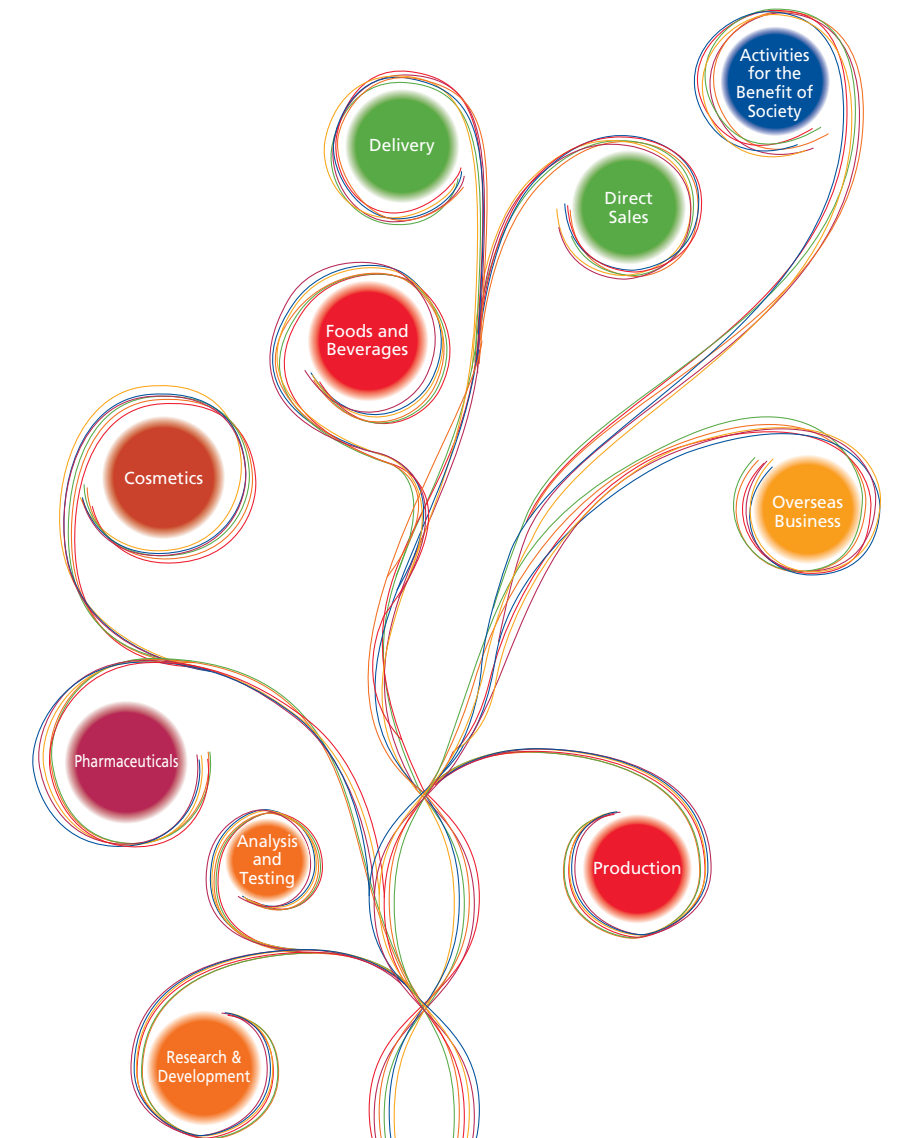
### With Shirota-ism at its heart, Yakult is gaining recognition throughout the world

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.



SHIROTA-ISM

## 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.



### Towards the next generation of standards—Yakult, recognized worldwide

Yakult's activities have won praise from various international institutions.

Furthermore, fermented milk drinks, which have long been popular in Japan, have been approved as a new international food standard category by the Codex Alimentarius Commission. Until that point, the *Yakult* lactobacillus-based beverage had been classified overseas as a soft drink, but it was finally acknowledged internationally as being a dairy product that is beneficial for health. This is the first type of food product developed in Japan to be recognized as an international standard.

In the area of research and development, TOS mupirocin medium, born from Yakult's innovative technologies, was approved as the official medium for the enumeration of bifidobacteria by the International Dairy Federation (IDF) and the International Organization for Standardization (ISO). The result of years of research, the medium was developed solely for measuring living bifidobacteria in dairy products, and is now internationally recognized as the standard method of measurement. From now on, our tech-

nology will be used around the world.

In the United States, a galactooligosaccharide we developed has been certified as a product that is Generally Recognized as Safe (GRAS), and has also been recognized by the U.S. Food and Drug Administration (FDA).

Furthermore, we have acquired self-affirmed GRAS status for *L. casei* strain Shirota.

These and a wide range of other technologies developed by Yakult have gained approval worldwide. We are currently promoting activities to diversify and quicken our R&D efforts with the aim of creating products that will set new standards in the next generation worldwide.

### A tireless spirit of inquiry aimed at contributing to human 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 continue to strive to advance new research for the benefit of human health.

### Product manufacturing underpinning Yakult across the globe

Yakult products are manufactured in plants located throughout the world. Each one of these plants complies with stringent internal standards and advanced hygiene management practices that ensure that Yakult products meet strict quality standards and are made 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

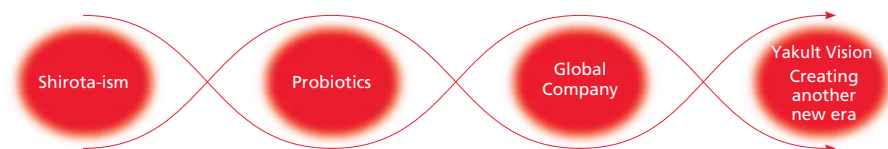
We at Yakult constantly ask ourselves what we can do to counter the things that threaten the health of people throughout the world.

One way we respond to that question is by having Yakult Ladies distribute a wide range of health information to customers when delivering products, in the hope that it will help them to lead healthier lives.

Looking at the breadth of our business activities, 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. 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 ●
- Functional Beverages ●
- 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.

### Yakult brand products

Yakult dairy products contain a large amount of *L. casei* strain Shirota bacteria that are unaffected by gastric and other digestive juices, and reach the intestines alive. These bacteria improve conditions in the intestines and play an important role in maintaining a healthy intestinal tract.

Among Yakult products, *Yakult 400* contains the greatest number of lactobacilli. Drinking just one 80 ml bottle lets you take in 40 billion *L. casei* strain Shirota.

Furthermore, responding to strong customer demand for products with fewer calories and less sweetness, we offer *Yakult Calorie Half* and *Yakult 400LT* as part of our product lineup.

### Mil-Mil brand products

*Mil-Mil* products contain a large number of bifidobacteria (*B. breve* strain *Yakult*) that reach the intestines alive and are particularly beneficial for the large intestine.

The fermented milk *Mil-Mil* is gaining attention as a yogurt drink that maintains intestinal health by replenishing the bifidobacteria, which decrease due to age, stress and other factors.

Another popular product, particularly with health-conscious adults, is *Mil-Mil S*. Like *Mil-Mil*, it contains bifidobacteria (*B. breve* strain *Yakult*) as well as galactooligosaccharides that promote the growth of bifidobacteria, dietary fiber that improves bowel function, and other ingredients including collagen.

### 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 products. Our *Pretio* fermented milk drink, containing *L. casei* strain Shirota, provides over 10 mg of GABA (γ-aminobutyric acid) created by lactobacilli, which acts to lower blood pressure. This new type of product is recommended for people with high blood pressure.

Another of our products, our *BF-1* fermented milk drink uses *B. bifidum* strain BF-1, a newly discovered bifidobacterium, and has become the subject of growing expectations as a product that is gentle on the stomach.

As a leader in the field of probiotics, Yakult will continue to pursue the possibilities of lactobacilli based on preventive medicine.

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



- Yakult 400**  
Contains 40 billion *L. casei* strain Shirota per bottle (80 ml). Protection for intestinal health.
- Yakult 400LT**  
Yakult 400 with reduced sweetness and fewer calories. Contains 40 billion *L. casei* strain Shirota per bottle (80 ml).
- 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 clean-finishing taste and 50% fewer calories and 40% less sweetness than original Yakult.
- Yakult 300V**  
Contains 30 billion *L. casei* strain Shirota per bottle (80 ml). Also includes vitamins C and E.
- Yakult SHEs**  
Offers minerals that are often lacking, vitamins that promote their absorption, and collagen. Clean-tasting Yakult with hints of peach flavor and reduced sweetness.
- Pretio**  
Contains at least 10 mg of GABA per pack. A fermented milk drink recommended for people with high blood pressure.

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



- Joie**  
Yogurt drink containing live *L. casei* strain Shirota and calcium. Comes in plain and flavored varieties.
- Sofuhl**  
Dessert yogurt containing *L. casei* strain Shirota.
- Sofuhl Genki Yogurt**  
Great-tasting, functional yogurt offering *L. casei* strain Shirota, together with iron and calcium. Just the right amount of sweetness and a smooth texture.
- Pureka**  
Soft yogurt containing *L. casei* strain Shirota and comes in Aloe Vera and peach varieties.

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



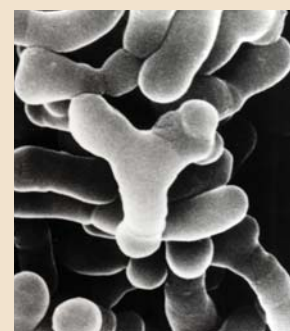
- Mil-Mil**  
Milk-based drinkable yogurt that replaces lactobacilli lost to age and stress.
- Mil-Mil S**  
Bifidobacterium drink containing galacto-oligosaccharides, dietary fiber, and collagen.
- BF-1**  
Fermented milk drink that contains *B. Bifidum* strain BF-1 and is easy on the stomach.

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

- 1) Promotion of Healthier Intestinal Activity to Improve Bowel Movements
- 2) Increases the Beneficial Bacteria and Decreases the Harmful Bacteria in the Intestines
- 3) Prevention of Intestinal Putrefaction by Inhibiting Production of Harmful Substances



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



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

### 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")
	•Amount of nutrient content •Benefits of nutrient content •Precautions	•Amount of nutrient content •Amounts of ingredients •Health benefits •Precautions	•(Information on nutrient content)

## 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**  
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.

### Full 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 essential amino acids required by the

body, and beverages that inhibit rapid increases in blood sugar and serum triglyceride levels after meals. Our product line includes offerings that help to bring cholesterol down, have an antiulcer action, 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 indicating their health benefits. Our line of functional beverages also includes the *Toughman* series, which offers nutritional supplementation.

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.

Yakult is aggressively pursuing R&D on functional 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.

**Bansoreicha Kobashi Fumi**  
Health tea with a fragrant and refreshing taste that is easy to drink even for first timers. Recommended for people concerned about their blood sugar level.

**Toughman**  
Nutritional drink containing 100 mg of Korean ginseng. Popular among middle-aged men.

**Toughman V**  
Low-calorie, caffeine-free drink containing Korean ginseng, six kinds of vitamins, and royal jelly. Recommended for men and women alike.

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

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



**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 Ryokuoshoku Yasai Mix**  
100% fruit and vegetable juice made from 20 types of vegetables and three kinds of fruit juice.



**Gyutto Kenko Cassis**  
Contains 140 mg of cassis polyphenol.



**Gyutto Kenko Glucosamine**  
Contains 1500 mg of glucosamine, which forms chondrocytes.

## Cosmetics born of lactic acid bacteria and dermatological research

Yakult also offers a range of original, high-quality Yakult Beautiens brand 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.

We offer nine skincare products that have been significantly improved with enhanced lamellar particles. Lamellar particles boost the skin's natural capabilities and bring about healthy, properly hydrated skin with tighter pores, a healthier radiance, and greater skin elasticity.



Parabio Series

### Revey Series for maintaining beautiful skin

Yakult has long put forth the *Revey 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 *Revey Series* was developed as a brand that seeks to promote truly beautiful skin by maintaining healthy balances for the skin, body, and mind.

*Revey Series* products contain moisturizing agents derived from lactic acid bacteria, and plant extracts, to help the skin maintain its innate strength, and gentle fragrances to promote a healthy mental equilibrium.



Revey Series

### Revey White Series for a glowing, more transparent, lighter complexion

Based on the *Revey Series* for maintaining beautiful skin, Yakult offers the *Revey White Series*. Ideal for use in any season, this skincare brand responds to the heightened interest in maintaining a light complexion.

The nine products in the *Revey White Series* were revamped and reintroduced between April 2011 and March 2012.

Targeting the entire melanin cycle, *Revey White Series* products moisturize, protect, whiten and activate in order to hydrate the skin and produce a translucent complexion.



Revey 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 7,170 in total and are based in 500 salons located throughout Japan.

Yakult will continue to promote comprehensive health for the skin, body, and mind.



## 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, specializing in the cancer (oncology) field.

### 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 also helping people suffering from illness to regain their health. 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 Infusion Solution* (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 primarily using our two anticancer drugs *Campto* and *Elplat I.V. infusion* (Oxaliplatin).



### Contributing to medicine through the development of anticancer drugs

*Campto*, 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* 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.



*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. It has been approved for use as a first-line treatment of metastatic colorectal cancer in over 100 countries, and is sold in over 85 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 third 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* and *Elplat* will likely be at the center of such research activities.



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

### Information provision activities by MRs—specialists who broaden “standard treatments”

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 180 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 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* and *Elplat* to establish a firm position in the field of oncology, will continue to focus on development work in oncology and

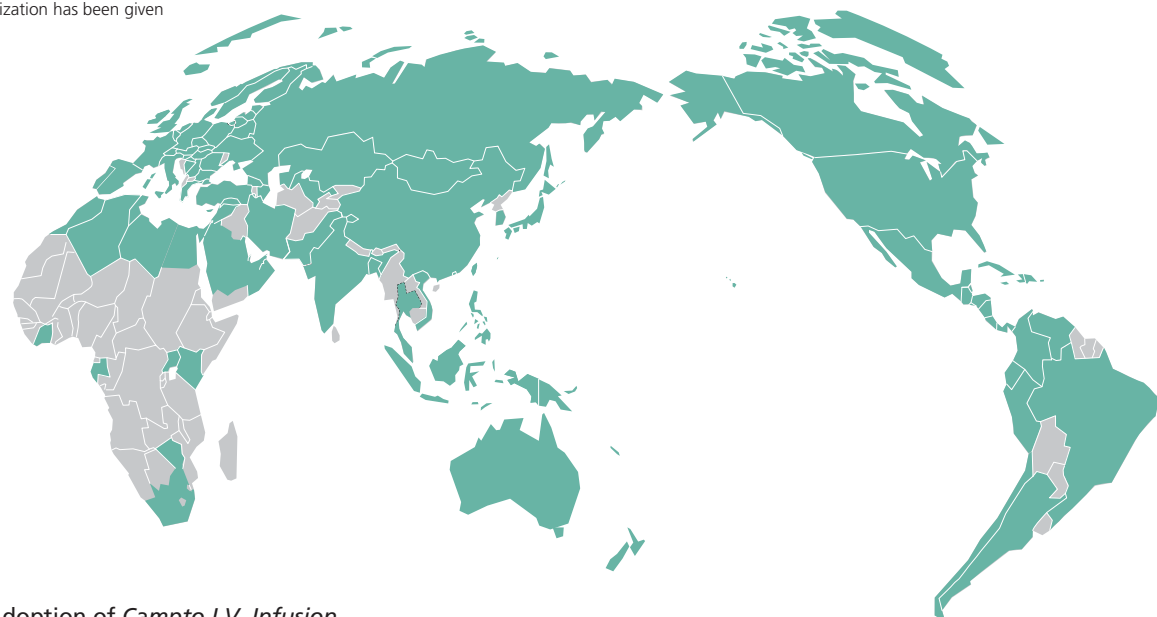
related areas. At the present time, most of the anticancer drugs used, or expected to be used, in Japan are the products of overseas companies. Yakult, however, is concentrating on developing its own drugs and striving to develop products with overseas potential.

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*.

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.

### 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	



## 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.

### Dairy Product 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 all Yakult Honsha and subsidiary plants to ensure exacting quality management and meticulous hygiene management. In addition, we have created our own quality



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.

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 and three other Yakult Honsha plants have 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 P33-34.



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



#### Manufacturing the original anticancer drug *Campto* and *Elplat* for treating colorectal cancer

Our pharmaceutical plant is located in an area of abundant nature with clear streams nearby, in full view of Mt. Fuji.

At the plant 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. *Elplat*, the first-line treatment for colorectal cancer in Europe and the United States, is also manufactured here for the domestic market.



### Cosmetics Plant



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

Our Shonan Cosmetics Plant manufactures cosmetics under strict safety standards and exacting quality and hygiene management.

In 2008, we added a Beautiens Salon and gallery (for plant tours) to give visitors a clear picture of our operations there so they will understand the safety of our products.

At the Beautiens Salon, visitors can have

their skin analyzed and experience the benefits of high-quality products in a relaxing atmosphere.

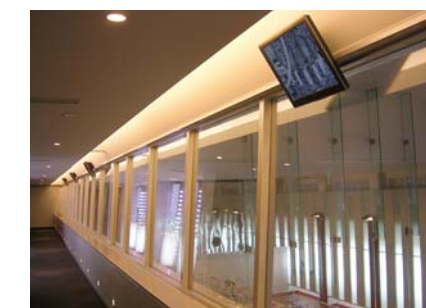
Filling and packaging processes can be observed from the gallery and visitors can use a microphone to talk directly with employees working on the production line. We have taken these and other innovative steps to provide customers with information on our production processes through all five senses.



Beautiens salon



Production line



Gallery walkway



## Tireless pursuit of life sciences

Over the 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.

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

To accelerate R&D and reinforce product development capabilities, as well to conduct activities that even further emphasize quality and safety, 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 prod-

uct commercialization, follows the progress of products after market introduction, and lends technical support to Yakult manufacturing plants in Japan and abroad. With plans to construct four more research buildings (Research Management, Pharmaceuticals & Cosmetics Research, Quality & Technology Development, and Basic Research buildings) with completion scheduled for 2015, the Yakult Central Institute continues to evolve surrounded by a rich natural environment as a "research institute in the forest."

### Research Flow and our Overseas Research Center

Research activities of the Yakult Central Institute flow from research and development through to product feasibility testing.

Basic research performed at the R&D stage is indispensable for all our R&D activities. As its primary mission, the

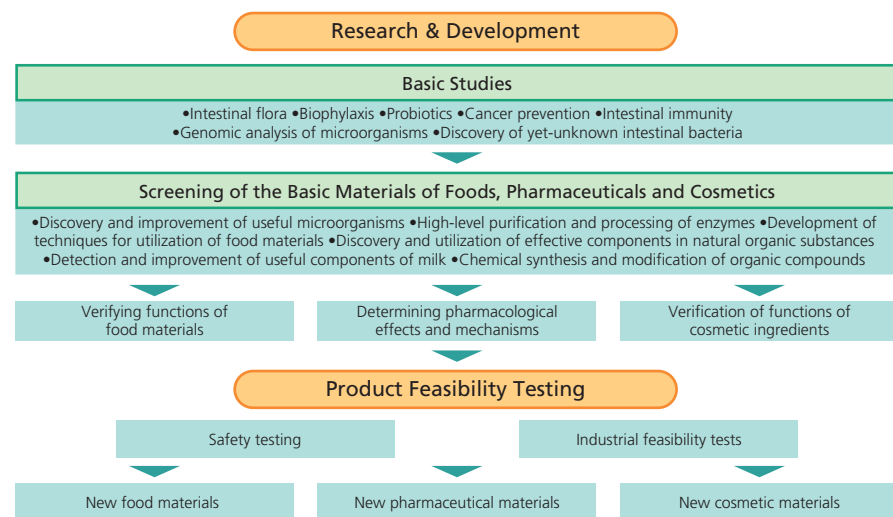
Yakult Central Institute works to elucidate the relationship between human health and intestinal flora, and, as a key Yakult basic research center, examines the structures and functions of intestinal flora.

To research the intestinal flora of Europeans and elucidate the action of probiotics on intestinal function, we established the Yakult Honsha European Research Center for Microbiology ESV (YHER) in Ghent, Belgium.

Working from the results of our basic research, we search for and improve beneficial microorganisms and develop technologies to enable their use in foods, while also screening materials used in foods, pharmaceuticals and cosmetics.

The final step in the development of new materials for use in foods, pharmaceuticals and cosmetics is product feasibility testing to determine product safety and industrial feasibility.

### Organization of the Yakult Central Institute



Yakult Central Institute's Food Research Building



Culturing work on a clean bench (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

### 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 regulating 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.

We are also working to clarify the effect *L. casei* strain Shirota has on infectious and other diseases.

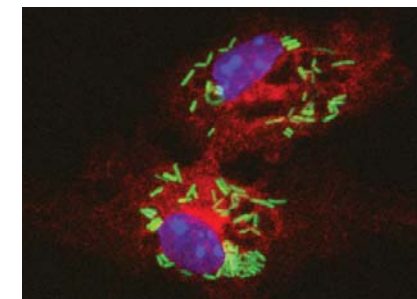
A long-term, large-scale study we conducted in collaboration with the National Institute of Cholera and Enteric Diseases in India showed that drinking dairy products containing *L. casei* strain Shirota had the effect of preventing acute diarrhea in children.

Elsewhere, a trial conducted at Loughborough University in the United Kingdom verified that when athletes drank dairy products containing *L. casei* strain Shirota, the incidence of upper respiratory infections, that is to say the common cold, was lower.

In Japan, the results of a consumption test conducted among seniors by Juntendo University Graduate School of Medicine verified that *L. casei* strain Shirota alleviated the febrile symptoms of infectious gastroenteritis caused by the norovirus.

In this way, the unknown capabilities of *L. casei* strain Shirota to protect health are

being investigated in a wide range of fields, and the discovery of other beneficial effects it may have is highly anticipated.

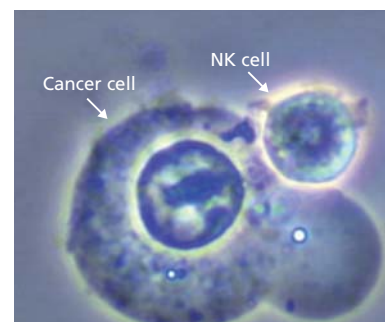


*L. casei* strain Shirota phagocytosed by macrophages  
It has been shown that the unique cell wall architecture of *Lactobacillus casei* strain Shirota (green) strongly induces production of IL-12 (interleukin-12), which effectively stimulates macrophages and boosts the immune function (NK activation).

### 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.

\*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 attacking 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.

YIF-SCAN technology is being considered for application in areas other than the analysis of intestinal flora.

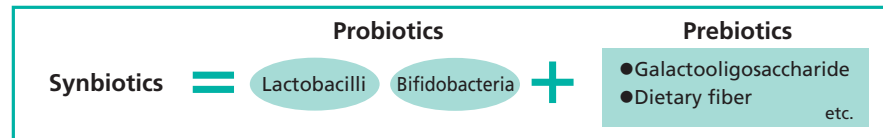
As a typical adverse effect of cancer chemotherapy, the decrease of peripheral white blood cell counts often causes opportunistic infection. These infections are normally diagnosed based on the data obtained from blood culturing, which, however, has several disadvantages such as a low rate of detection 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 right 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.

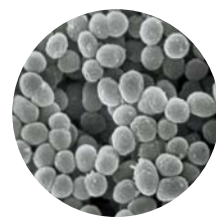


**Yakult Central Institute's Analysis Laboratory**

**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 mea-

surements of nitrifying bacteria. 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**
  - Environmental measurement
  - Work environment measurement
  - Drinking water testing
- Microorganism Testing**
  - Microbiological tests
  - Applied microorganism testing
  - Genetic analysis

**Yakult's Analysis Laboratory**

- Chemical Analysis**
  - Ingredient and product analysis
  - Food analysis
  - Specialized analysis
  - Development of analytical methods
- Quality and Safety Maintenance**
  - Analysis of residual materials and contaminants
  - Dynamic analysis of functional ingredients
  - Quality and safety assurance
- Environmental Protection**
  - Promotion of wastewater treatment systems utilizing *Yakult* plastic bottles
  - Environmental clean up using microorganisms

- 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)

**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.

**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

To realize people's desire to be healthy, 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 28 overseas operations and consumed in 32 countries and regions. In September 2011, Yakult's dairy products were enjoyed by over 32 million people everyday.

### 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 number approximately 40,800 outside of Japan (as of March 31, 2012).

### 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 we are already distributing Yakult products, 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 make "Yakult" into a word known throughout the world.

Approximately a half century has past since we first went overseas driven by our passion to protect the health of people all over the world. Based on our experienced in the various countries and regions we have entered and feedback from our customers, we are working to promote wider usage of our products among people who care about health and earn even greater goodwill from our customers, under the slogan of "Propagate the message of Yakult and spread the joy of health."

### 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 Tianjin Yakult Co., Ltd.
- 18 Yakult S/A Ind. E Com. (Brazil)
- 19 Yakult S.A. De C.V. (Mexico)
- 20 Yakult Argentina S.A.
- 21 Yakult U.S.A. Inc.
- 22 Yakult Europe B.V.
- 23 Yakult Nederland B.V.
- 24 Yakult Belgium S.A./N.V.
- 25 Yakult UK Ltd. (Ireland Branch)
- 26 Yakult Deutschland GmbH
- 27 Yakult Oesterreich GmbH
- 28 Yakult Italia S.r.l.

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

• Countries where test and other sales are conducted: Luxembourg, France, Spain, Brunei, Uruguay, Canada and Belize



## 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.



### Promoting better health with the power of lactobacilli

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 performing activities aimed at disseminating 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, 2012, we were using 4,500 fuel-efficient four-stroke motorbikes with low CO<sub>2</sub> emissions, and approximately 280 electric vehicles, which emit no CO<sub>2</sub> as they travel, for our operations in Japan.

### The impetus for delivery by Yakult Ladies

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

The Yakult Lady delivering Yakult products directly to customers is the "face" of Yakult. Most of the approximately 41,300 Yakult Ladies (as of March 31, 2012) are housewives and are based out of approximately 2,600 "centers," which are operated by 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

To help customers lead healthy, happy lives, Yakult Ladies not only deliver products on a regular basis, they also aim to fulfill the role of a health adviser. They provide customers with both health information relevant to their personal physical condition and the season of the year, as well as dietary and other advice.



## 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. We strive to create product displays that make product selection easy, provide as much information as possible at product displays, and take other steps, as well, to help as many customers as possible develop a detailed understanding of the value of our products.

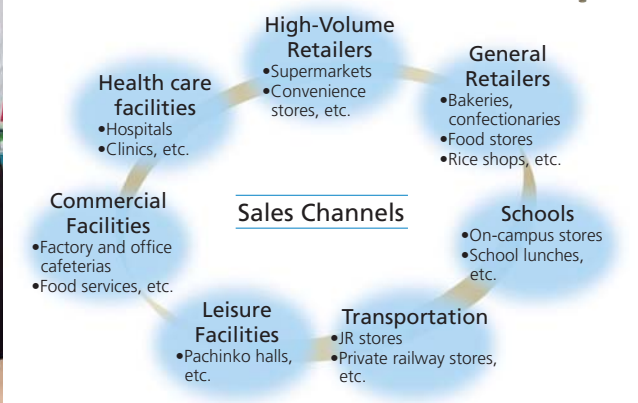
### Using energy-efficient vending machines and ensuring they are freshly stocked and operating properly

Yakult devotes substantial time and

effort to the operation of vending machines, so that customers have access to Yakult products wherever and whenever they want them. We own and operate approximately 52,000 machines located throughout Japan, spare no effort in making sure that customers are presented with choices of products they prefer, and strive to meet customer needs in other ways, as well.

In consideration of environmental needs, we are actively working to reduce the energy consumption of our machines by turning off lights, adopting LED lighting, and switching to vending machines equipped with energy-efficient heat-pumps. And to contribute to society in yet another way, we are also installing vending machines that are equipped with Automatic External Defibrillators (AEDs) and employ universal design concepts.

In an effort to give customers an even greater product choice, we have entered into a collaboration with Kirin Beverage Co., Ltd. Going forward, we will actively install vending machines offering selections of the best-selling products of both Yakult and Kirin Beverage.



## 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.

### Environmental and Social Contribution Activities

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.

To pursue CSR activities under our corporate philosophy and our corporate slogan ("In order for people to be healthy, everything around them must also be healthy"), we have established our basic CSR policy, which is stated as, "We, the Yakult Group, through business activities based on our corporate philosophy, will strive to earn the trust of all Yakult Group stakeholders, and coexist with others."

### 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 marketing companies—the entire Yakult Group.

### Compliance Committee

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 for everyone from management to new employees, and conducts training focused on applicable laws and other topics like the Company Law, the Antimonopoly Law, and the Personal Information Protection Law for executives, as well as departments and other organization units.

### Corporate Ethics Committee

In 2002, we established the Corporate Ethics Committee, mainly composed of outside professionals, which continues to promote activities to thoroughly eliminate any anti-social corporate behavior.

### 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 also provide an English-language version of our annual report as well as regular information reports for shareholders twice a year. And to permit timely access to important information by a wider array of investors, within our website we have prepared English-language pages and pages for individual investors.

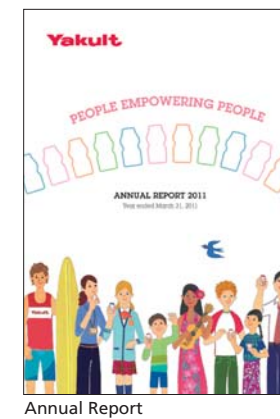
### Training and personal development

### 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 correspondence training 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.



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:

- Reduce usage of containers and packaging, reduce waste, and design and use containers and packaging that utilize recycled resources.
- Take strict measures to prevent environmental pollution in manufacturing, and reduce waste and greenhouse gas emissions by using resources and energy more efficiently.
- Reduce vehicular and other types of environmental burdens in product shipping and marketing, recycle containers and packaging, and reuse marketing-related resources.
- 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.

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, human activities like illegal excavation and tourism plant growth, as well as microorganisms. 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 (now a public interest incorporated 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 and support for international research exchanges. The foundation also sponsors the annual Symposium on Intestinal Flora, inviting the most advanced researchers from in and outside the country, in an effort to spread and promote intestinal

flora research. Intestinal flora research is pursued not only in the field of microbiology but also interdisciplinary research like medical science, nutrition science, immunology, and genetics.



Symposium on Intestinal Flora

In addition to supporting the Yakult Bioscience Research Foundation, 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.

Providing health information

Yakult provides health information based on lactobacillus research

Yakult provides health information through various channels including its *Healthist* information magazine, which was first published in 1976, as well as educational videos and other publications with the aim of promoting and spreading probiotics.

We also provide information on the benefits of lactobacilli and other health-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 for distinguished volunteer service in 1994.

Presently, approximately 3,500 Yakult Ladies are paying regular visits to over 47,000 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.



Courtesy Visit Activities



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 actively pursues social and cultural activities that convey the enjoyment found in sports and cultural events, and the preciousness of good health.

In the area of sports, the Tokyo Yakult 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 2011, the Tsubame Sports Promotion Association, an NPO established in fiscal 2005, held 37 baseball clinics. Led by former members of the Yakult Swallows baseball team, these clinics drew participation from around 4,700 primary and middle school students.

Established in 1972, the Athletics Club was quick to promote the idea of "building health through sports" by participating in the All-Japan Corporate Ekiden Championships held every year on New Year's Day, marathons and other sporting events. The



Tsubame Sports Promotion Association Baseball Clinic

Rugby Club, which was established in 1980, took the Top East Division 2 league championship in 2011 and was promoted to the Top East Division 1 league. Through activities such as these, Yakult Group employees are becoming increasingly involved in the promotion of sports.

On other fronts, we are working to promote lifelong sports participation through our support for bound tennis, which originated in Japan, and, since 2005, have sponsored the FINA World Championships and the FINA World Swimming Championships (25 m) as an official FINA partner. In 2006, we became an official partner of Japan's national synchronized swimming team and have been sponsoring tournaments and other events ever since.

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 we believe.  
And we see profit as a blessing we receive for being useful.  
These are the ideas we bear in mind when developing any Yakult business.

Throughout the company's history, 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 commitment to offer products at a price anyone can afford. All three, together with "sincerity" and "harmony among people," 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 an important maxim that has, is, and will continue contributing to human health.

We have a big dream.  
It is to spread the idea of Shirota-ism and extend the health benefits of the fruits it has born such as *L. casei* strain Shirota and the bifidobacterium *B. breve* strain Yakult to all parts of the world, regardless of the difficulties we may face.  
Dr. Shirota once said, "The result of rigorous discipline, *L. casei* strain Shirota is unequalled in terms of safety and efficacy."  
His wish was to "contribute to people's health, happiness and harmony worldwide with a single small bottle."

In response to the enduring desire for good health, we aim to continue making an earnest, unflinching effort.



Chairman and Representative Director (CEO)  
Sumiya Hori

*Sumiya Hori*



President and Representative Director (COO)  
Takashige Negishi

*Takashige Negishi*



### Yakult Honsha: A Company Profile

- Corporate name: YAKULT HONSHA CO., LTD.
- Date founded: 1935
- Date incorporated: April 9, 1955
- Head office: 1-19 Higashi Shimbashi 1-chome, Minato-ku, Tokyo, Japan  
Telephone: 03-3574-8960
- Paid-in capital: ¥31,117.65 million
- Annual account settlement date: March 31
- No. of employees: 2,936  
including 430 employees temporarily assigned to other companies and contract employees (283 employees temporarily assigned and 147 contract employees) (as of March 31, 2012)
- 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 Pharmaceutical Industry Co., Ltd.
Yakult Corporation Co., Ltd.	Yakult East Logistics Co., Ltd.	Yakult Life Service Co., Ltd.
Yakult Materials Co., Ltd.	Yakult West Logistics Co., Ltd.	Yakult Health Foods Co., Ltd.

● **Business Performance**

	March 2008	March 2009	March 2010	March 2011	March 2012
<b>● Consolidated/Net Sales and Income</b>					
Net Sales	317,335	293,490	290,678	305,944	312,552
Net Income	16,675	11,324	13,248	13,168	13,291
<b>● Non-Consolidated/Net Sales and Income</b>					
Net Sales	167,390	170,893	166,006	176,143	175,220
Net Income	8,166	-1,434	2,214	4,313	5,037
<b>● Non-Consolidated/Sales by Product</b>					
Dairy products	75,132	75,500	76,292	78,671	76,746
Juices and soft drinks	40,997	38,664	35,994	37,132	37,176
Cosmetics	6,687	6,709	6,499	6,314	6,452
Pharmaceuticals	31,003	35,235	35,079	38,878	39,373
Others	13,570	14,783	12,141	15,146	15,472
Total	167,390	170,893	166,006	176,143	175,220

(Unit: million yen)

● **Branches**

<b>Hokkaido Branch:</b>	Odori Koen Bldg. 6F, 6-10-10, Odori Nishi, Chuo-ku, Sapporo-shi, Hokkaido 060-0042	TEL: 011-231-8960
<b>East Japan Branch:</b>	NBF Hibiya Bldg. 1F, 1-1-7, Uchisaiwai-cho, Chiyoda-ku, Tokyo 100-0011	TEL: 03-5962-8960
<b>Sendai Office, East Japan Branch:</b>	Tokyo Tatemono Sendai Bldg. 6F, 1-6-35, Chuo, Aoba-ku, Sendai-shi, Miyagi 980-0021	TEL: 022-713-8960
<b>Metropolitan Branch:</b>	Ginza MTR Bldg. 10F, 6-18-2, Ginza, Chuo-ku, Tokyo 104-0061	TEL: 03-5148-8960
<b>Central Japan Branch:</b>	Uemura Nissei Bldg. 7F, 3-3-31, Miyahara, Yodogawa-ku, Osaka-shi, Osaka 532-0003	TEL: 06-6392-8960
<b>West Japan Branch:</b>	Denki Bldg. Kitakan 4F, 2-1-82, Watanabe-dori, Chuo-ku, Fukuoka-shi, Fukuoka 810-0004	TEL: 092-711-8960

● **Research and Development Institute**

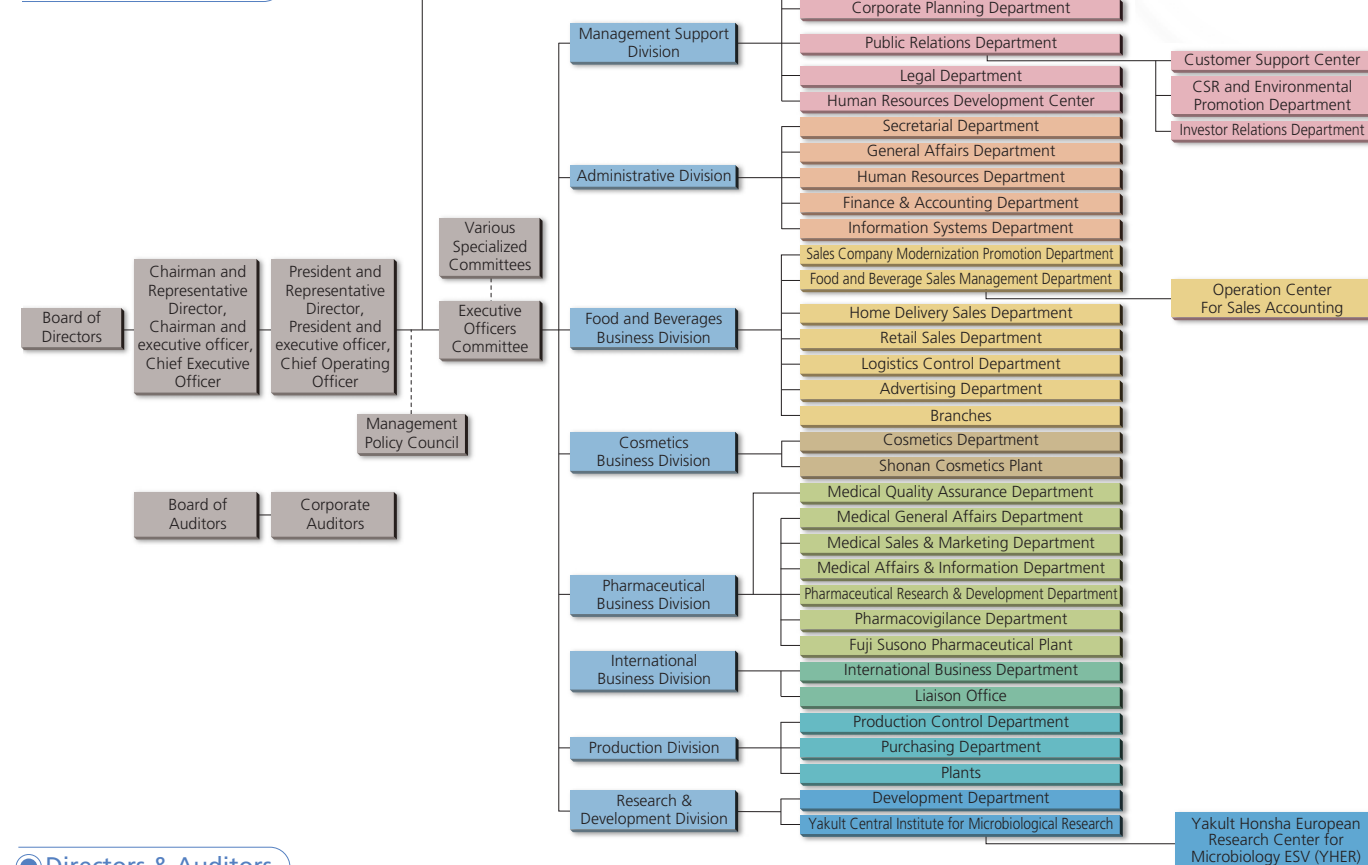
**Yakult Central Institute for Microbiological Research:** 1796, Yaho, Kunitachi-shi, Tokyo 186-8650 TEL: 042-577-8960

● **Honsha Plants**

<b>Fukushima Plant:</b>	10-1, Aza Tooki, Kuroiwa, Fukushima-shi, Fukushima 960-8520	TEL: 024-546-8960
<b>Ibaraki Plant:</b>	1232-2, Oaza Kawatsuma, Goka-machi, Sashima-gun, Ibaraki 306-0314	TEL: 0280-84-2121
<b>Shonan Cosmetics Plant:</b>	2-5-10, Kugenumashinmei, Fujisawa-shi, Kanagawa 251-0021	TEL: 0466-25-8960
<b>Fuji Susono Plant:</b>	653-1, Aza Juzaburo, Shimowada, Susono-shi, Shizuoka 410-1105	TEL: 055-997-3311
<b>Fuji Susono Pharmaceutical Plant:</b>	653-1, Aza Juzaburo, Shimowada, Susono-shi, Shizuoka 410-1105	TEL: 055-997-4417
<b>Kyoto Plant*:</b>	38, Tohachi, Makishima-cho, Uji-shi, Kyoto 611-0041	TEL: 0774-22-8960
<b>Hyogo Miki Plant:</b>	1838-266 Aza Nakao, Toda, Shijimi-cho, Miki-shi, Hyogo 673-0514	TEL: 0794-89-8960
<b>Fukuyama Plant*:</b>	5253, Kamura-cho, Fukuyama-shi, Hiroshima 729-0112	TEL: 084-934-8960
<b>Saga Plant:</b>	2300, Tamichigari, Kanzaki-machi, Kanzaki-shi, Saga 842-0002	TEL: 0952-52-8960
<b>Kumamoto Plant*:</b>	3-24-1, Kamikumamoto, Nishi-ku, Kumamoto-shi, Kumamoto 860-0079	TEL: 096-324-8960

\*As a result of plant restructuring, these plants are to be closed down in 2012-2013.

● **Organization Chart**



● **Directors & Auditors**

**Chairman and Representative Director**  
 Chief Executive Officer  
**Sumiya Hori**

**President and Representative Director**  
 Chief Operating Officer  
**Takashige Negishi**

**Directors**  
**Yoshihiro Kawabata**  
**Chizuka Kai**  
**Masahiro Negishi**  
**Shigeyoshi Sakamoto**

**Directors**  
**Hiroshi Narita**  
**Richard Hall**

**Directors (Part-time)**  
**Ryuji Yasuda** (Outside Director)  
**Masayuki Fukuoka** (Outside Director)  
**Christian Neu** (Outside Director)  
**Bertrand Austruy** (Outside Director)  
**Yasuo Ozeki**  
**Koso Yamamoto**  
**Takashi Matsuzono**

**Senior Corporate Auditors**  
**Akinori Abe**  
**Hiroshi Yamakami**

**Corporate Auditors**  
**Akihiko Okudaira** (Outside Auditor)  
**Ryohei Sumiya** (Outside Auditor)  
**Seijuro Tanigawa** (Outside Auditor)  
**Setsuko Kobayashi** (Outside Auditor)  
**Koichi Yoshida**

(as of June 20, 2012)

● **Executive Officers**

**Chairman and Executive Officer**  
**Sumiya Hori**

**President and Executive Officer**  
**Takashige Negishi**

**Deputy President and Executive Officer**  
**Yoshihiro Kawabata**  
 (Divisional General Manager of Administrative Division, Divisional General Manager of International Business Division)

**Senior Managing Executive Officers**  
**Chizuka Kai**  
 (Divisional General Manager of Research & Development Division, Divisional General Manager of Production Division)  
**Masahiro Negishi**  
 (Divisional General Manager of Food and Beverages Business Division, Divisional General Manager of Cosmetics Business Division)

**Managing Executive Officers**  
**Shigeyoshi Sakamoto**  
 (Divisional General Manager of Pharmaceutical Business Division)  
**Hiroshi Narita**  
 (Divisional General Manager of Management Support Division)  
**Kenichi Shiino**  
**Yoshiaki Tanaka**  
**Kiyotaka Kikuchi**  
**Hiroshi Wakabayashi**

**Executive Officers**  
**Masaki Tanaka**  
**Fumiyasu Ishikawa**  
**Masanori Ito**  
**Susumu Hirano**  
**Akifumi Doi**  
**Tetsuya Hayashida**  
**Kunio Kado**  
**Koichi Hirano**  
**Masanobu Nanno**  
**Richard Hall**

(as of June 20, 2012)



1930s

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

1940s

- 1940 ● 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 ● Yakult Honsha Co., Ltd. is established. (Nishi Hatchobori, Chuo-ku, Tokyo)
- Research Institute is established in Kyoto.

1960s

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

1970s

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

1980s

- 1980 ● Company stocks are listed on the Second Section of the Tokyo Stock Exchange.
- *Toughman* health drink is introduced to the market.
- 1981 ● Company stocks are listed on the First Section of the Tokyo Stock Exchange.
- Yakult S.A. De C.V. (Mexico) begins operations.
- *Yakult 80* fermented milk drink is introduced to the market.
- 1982 ● *Mil-Mil E* fermented milk is introduced to the market.

- 1986 ● Fuji Susono Plant is completed for dairy-product manufacturing.
- 1987 ● Facilities for the manufacture of pharmaceuticals and beverages are completed at the Fuji Susono Plant.
- 1988 ● *Calorian* enriched nutritional liquid food product is introduced to the market.
- 1989 ● *Revecy S.E. Series* is introduced to the market.
- *Bifiel*, fermented milk containing *bifidobacteria*, is introduced to the market.

1990s

- 1990 ● 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 ● P.T. Yakult Indonesia Persada begins operations.
- Representative office is opened in Amsterdam, Netherlands.
- *Yakult 80 Ace* fermented milk drink is introduced to the market.
- 1992 ● Bioscience Research Foundation is established.
- 1994 ● Yakult Australia Pty. Ltd. and Yakult Nederland B.V. begin operations.
- 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*.
- 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 ● Yakult Belgium S.A./N.V. begins operations.
- The sale of the CPT-11 chemotherapeutic anticancer drug is approved in France as a therapeutic drug for progressive recurrent intractable colorectal cancer.
- *Parabio Series* premium-quality skincare product line is introduced to the market.
- *Yakult BL Seichoyaku* intestinal regulator—which combines bifidobacteria and lactobacilli—is introduced to the market.
- 1996 ● Yakult Europe B.V. is established.
- Yakult UK Ltd. and Yakult Deutschland GmbH begin operations.
- Yakult Fuji Distribution Center is completed.
- 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 ● 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.)
- Yakult Argentina S.A. begins operations.
- The company receives the Minister for Agriculture, Forestry, and Fisheries Award (in the Consumer Division) at the Excellent Corporations of Food Industry Awards.
- *Revecy-N Series* skincare product line is introduced to the market.
- 1998 ● Ten Yakult Honsha plants and one subsidiary plant receive HACCP approval.
- \*All the food plants (ten Yakult Honsha plants and nine subsidiary plants) had obtained approval as of October 2001.
- *Yakult* is approved by the Ministry of Health and Welfare for labeling as Foods for Specified Health Uses.
- *Bansoreicha* is introduced to the market.
- *Spherex* arterial embolization material is introduced to the healthcare industry.
- *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.

- 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.

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 Shimbum* (Japan Food Stuff Newspaper) for contributions to the development of the food industry during the 20th century.
- 2001 ● *Purela* soft yogurt is introduced to the market.
- 21st century Food and Health Forum is held. (subsequently held annually)
- 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.
- *Campto Injection* wins the Chairman's Prize from Japan Institute of Invention and Innovation.
- 2004 ● Yakult (Malaysia) Sdn. Bhd. begins operations.
- Entered into a strategic alliance with Groupe Danone.
- Sales of *Yakult* are begun in New Zealand.
- *Prelio*, a fermented milk drink is introduced to the market.
- Shanghai Yakult Co., Ltd. begins operations.
- Sales of *Yakult* are begun in Ireland.
- *Yakult 300V* is introduced to the market.
- 2005 ● 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 *Eiplat*.
- 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. Approved for labeling as Foods for Specified Health Uses.
- The name of Yakult's line of beauty products was changed to Yakult Beautiens.
- The process of acquiring ISO9001 and ISO14001 certification of marketing companies begins (integrated certification).
- Our new corporate slogan is decided: In order for people to be healthy, everything around them must also be healthy.
- Beijing Yakult Marketing Co., Ltd. begins operations.
- *Yakult 300VLT* is introduced to the market.
- 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.

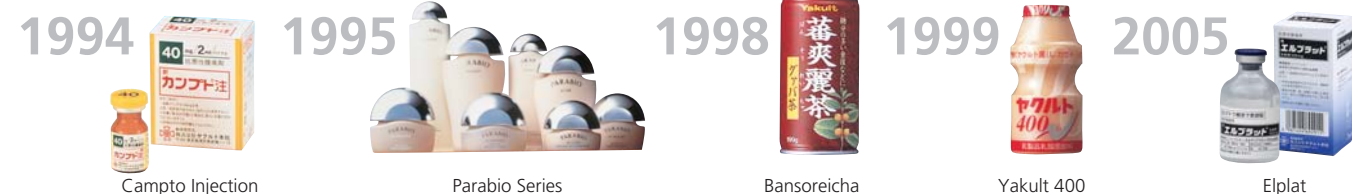
- 2008 ● Yakult Danone India Pvt. Ltd. begins operations.
- Shonan Cosmetics Plant is completed. Conducted tours begin.
- *BF-1*, a new type of fermented milk drink, is introduced to the market.
- *Chosei Tonyu Kokusandaizu Shiyo* (Recognized as a Food for Specified Health Uses) is introduced to the market.
- *Yakult SHEs* is introduced to the market.
- *Yakult 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 ● *Yakult Calorie Half* is introduced to the market.
- *Revecy White* is introduced to the market.
- *Joie* container wins *AsiaStar Award* followed by *WorldStar Award*.

2010s

- 2010 ● New version of bifidobacteria beverage *Mil-Mil* is introduced to the market.
- A water soluble formulation of the anticancer drug *Eiplat* is introduced to the market.
- Average global sales of dairy products surpass 30 million bottles per day.
- Fermented milk drinks are recognized as a Codex international food standard.
- The preventive effect of *Yakult* against acute diarrhea in children is confirmed in a study performed jointly with the National Institute of Cholera and Enteric Diseases in India.
- The construction of the Hyogo Miki Plant is started.
- The Internet exclusive *ikitel* series is introduced to the market.
- *Mil-Mil S* is introduced to the market.
- The three-dimensional trademark for *Yakult* containers is recognized.
- 2011 ● The long-term business management vision "Yakult Vision 2020" is formulated.
- Yakult publishes a thesis on its research agenda in the integrated science magazine *Nature*.
- Tianjin Yakult Co., Ltd. begins operations.
- The packaging for "ikitel" wins the Cosmetics Packaging Category Award in the Japan Packaging Contest 2011.
- *Campto* wins the Science Award from the Japanese Cancer Association.
- Fukushima Plant, Ibaraki Plant, and Saga Plant acquire ISO9001:2008 certification through an external audit.
- The new plant building of Fukushima Plant is completed.
- 2012 ● "*Mitsuboshi Factory*" is born as a new brand. *CHOBI*, the first product, is introduced to the market.
- Yakult launches space-based activities under Yakult Space Discovery Project.

● Corporate History  
● History of Products

\*The products, companies, organizations, etc., listed in this company history have been displayed using the names that they had at the time.



**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.

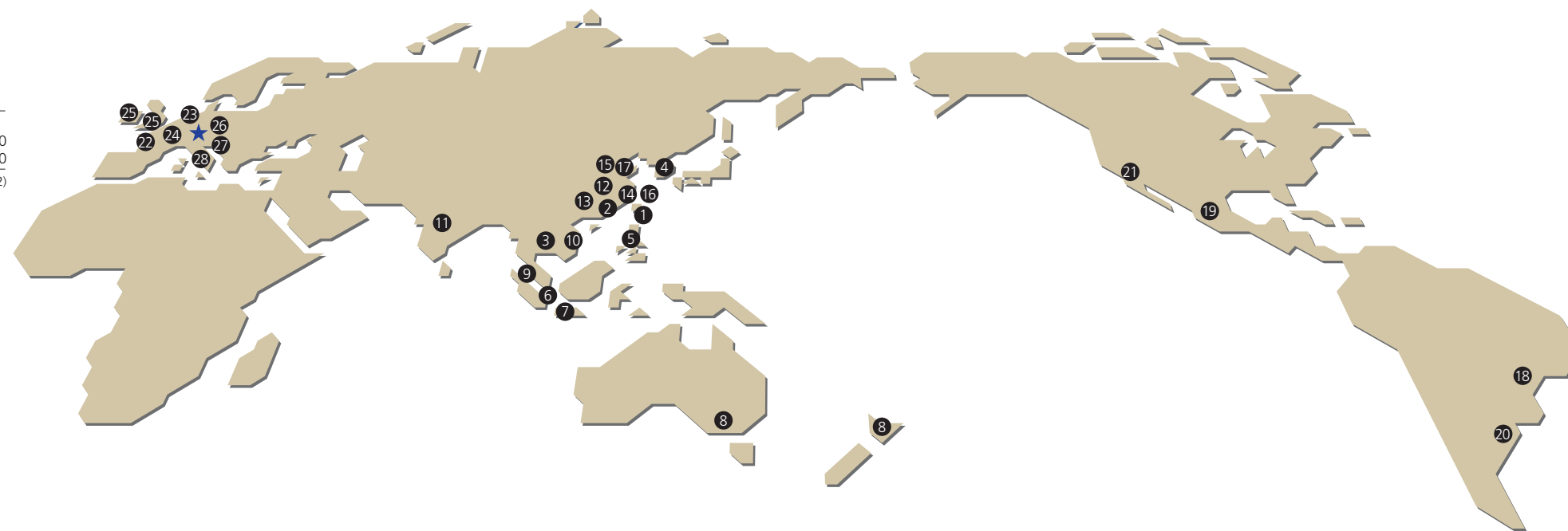
**Promoting Better Health through Domestic and International Networks**

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.

**Overseas**

**Overseas Operations**

Yakult Ladies approx. 40,800  
 Employees approx. 14,500  
 (as of March 31, 2012)



- 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 Tianjin Yakult Co., Ltd.
- 18 Yakult S/A Ind. E Com. (Brazil)
- 19 Yakult S.A. De C.V. (Mexico)
- 20 Yakult Argentina S.A.
- 21 Yakult U.S.A. Inc.
- 22 Yakult Europe B.V.
- 23 Yakult Nederland B.V.
- 24 Yakult Belgium S.A./N.V.
- 25 Yakult UK Ltd. (Ireland Branch)
- 26 Yakult Deutschland GmbH
- 27 Yakult Oesterreich GmbH
- 28 Yakult Italia S.r.l.
- ★ Yakult Honsha European Research Center for Microbiology ESV (YHER)

•Countries where test and other sales are conducted:  
 Luxembourg, France, Spain, Brunei, Uruguay, Canada and Belize

**Domestic**

**Domestic Operations**

Head Office 1  
 Branches 5  
 Research and Development institute 1  
 Honsha plants 10  
 Marketing companies 108  
 Bottling companies 6  
 Yakult Ladies approx. 41,300  
 Yakult Beauty Advisors approx. 7,170  
 (as of April 1, 2012)

**Hokkaido Block**

Yakult Ladies 2,400  
 Yakult Beauty Advisors 1,290

■ **Honsha Organization**  
 Hokkaido Branch

■ **Marketing companies (10)**

- 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.
- Yakult Wakkanai Sales Co., Ltd.

**East Japan Block**

Yakult Ladies 9,900  
 Yakult Beauty Advisors 850

■ **Honsha Organization**  
 East Japan Branch

- Fukushima Plant
- Ibaraki Plant
- Fuji Susono Plant
- Fuji Susono Pharmaceutical Plant

■ **Marketing companies (30)**

- 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.
- \*The following marketing company is generalized.
- Yakult Ofunato 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



**Metropolitan Block**

Yakult Ladies 8,900  
 Yakult Beauty Advisors 890

■ **Honsha Organization**  
 Head Office  
 Metropolitan Branch

- Yakult Central Institute for Microbiological Research
- Shonan Cosmetics Plant

■ **Marketing companies (18)**

- 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 Keihoku Sales Co., Ltd.
- Yakult Tokyo sales Co., Ltd.
- Yakult Kanagawa Chuo Sales Co., Ltd.

- Yakult Kanagawa Tobu 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 10,200  
 Yakult Beauty Advisors 1,850

■ **Honsha Organization**  
 Central Japan Branch

- Kyoto Plant
- Hyogo Miki Plant

■ **Marketing companies (19)**

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

■ **Marketing companies (19)**

- Yakult Tokai 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.

■ **Bottling companies (3)**

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

**West Japan Block**

Yakult Ladies 9,900  
 Yakult Beauty Advisors 2,290

■ **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 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.