

COMPANY PROFILE
2013-2014

Yakult



Everything is for health.

It is our hope that as many people as possible will lead a healthy life with the power of microorganisms that bring benefits to people.

Our activities began with the advent of the *Yakult* fermented milk drink, which embraces the dream of our founder Minoru Shirota.

Based on microorganism research, our business fields have expanded to include foods and beverages, cosmetics, and pharmaceuticals, and to this day each product that we deliver to customers is infused with a passionate desire that has not changed since our founding.

Everything is for health. Yakult will continue to aim to contribute to the health and happiness of people.





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Our origins

Fermented milk drink infused with the desire for good health

Yakult began with the passion of Dr. Minoru Shirota, who pursued preventive medicine. With the passionate desire of our founder passed down into each of our businesses, we will continue to contribute to the health and happiness of people around the world.



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-shi, Nagano Prefecture.
- 1921 Entered the Medical School of Kyoto Imperial University.
- 1930 Received the degree of Doctor of Medicine.
- 1931 Obtained a license to practice medicine.

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

Yakult created through the pursuit for a disease-resistant body

Minoru Shirota, who was the founder of Yakult and a doctor of medicine, began his medical studies at Kyoto Imperial University (now Kyoto University) in 1921. Around that time, Japan was still not prosperous, and so unsanitary conditions and malnutrition caused many people to die of infectious diseases, such as cholera and dysentery.

Depressed by that reality, Dr. Shirota aspired to advance preventive medicine, which aims to help people avoid sickness, and started down the path of microorganism research. In his research, he discovered that lactobacilli suppress harmful bacteria in the intestines. In 1930, he succeeded in strengthening and culturing a strain of lactobacilli that can survive digestive juices, such as gastric fluid and bile, reach the intestines alive, and produce beneficial effects. This strain is now known as *Lactobacillus casei* strain Shirota.

Dr. Shirota then developed an inexpensive, good-tasting beverage, together with volunteers, so that as many people as possible could benefit from this lactobacillus, and released it under the trademark *Yakult* in 1935.

This was the beginning of the history of *Yakult*, which is now popular around the world.

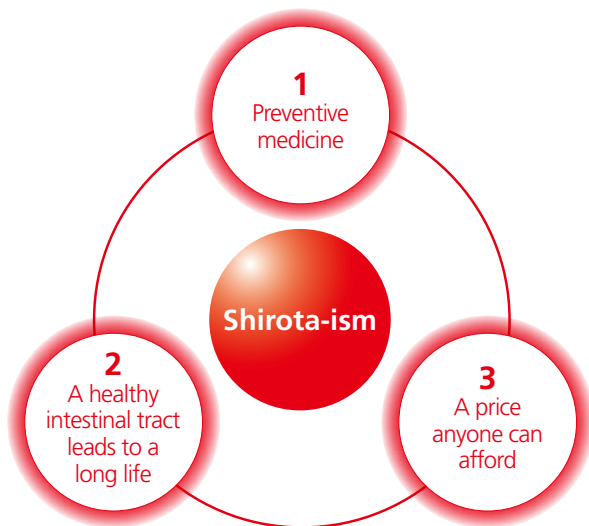
All of our business activities originate from Shirota-ism

Dr. Shirota proposed three ideas, including “preventive medicine;” “a healthy intestinal tract leads to a long life,” which stresses that strengthening the intestines, the place where nutrients are absorbed into the body, leads to a healthy and long life; and “a price anyone can afford.”

We call these ideas Shirota-ism and they serve as the root of all our business activities.

In addition, Yakult delivers products directly to customers at their homes and other locations. This approach is rooted in Shirota’s philosophy of emphasizing “sincerity” and “harmony among people.” We deliver products with sincerity while conveying the ideas of “preventive medicine” and “a healthy intestinal tract leads to a long life.”

The passion of our founder has been handed down till today, without being swayed by the changing times.



1. Preventive medicine

Emphasis should be placed on preventing 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

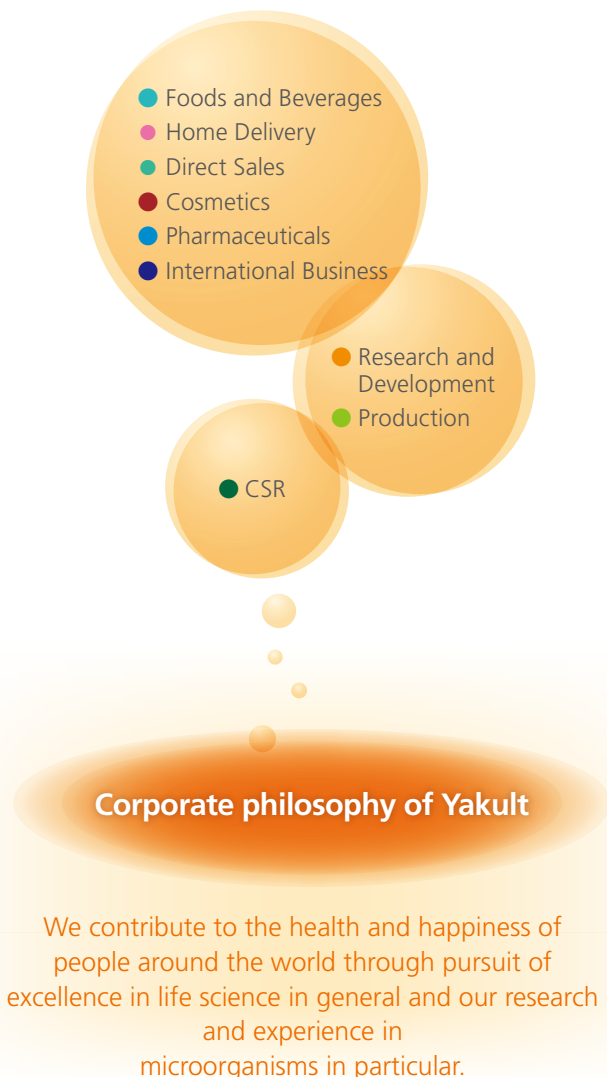
The goal of providing as many people as possible with easy access to *Lactobacillus casei* strain Shirota, which protects the intestines.

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

Expanding our business range and presence to help people around the world lead a healthy life

Yakult has expanded its product lineup to include fermented milk drinks and other foods and beverages, cosmetics for realizing healthy skin with the power of lactobacilli, and pharmaceutical products mainly in the field of cancer. At present, we conduct research in pursuit of excellence in life science, develop products based on that research, manufacture products under advanced quality management, deliver products to customers at their homes and other locations via Yakult Ladies, and sell products at stores. These operations have expanded beyond the borders of Japan to countries throughout the world.

Yakult will continue to honor our roots in Shirota-ism and our corporate philosophy of “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,” and deliver the irreplaceable joy of good health to people around the world.



Unchanged hope and new desire

We have continued to conduct business activities as heirs to the passionate spirit of our founder Minoru Shirota to deliver good health to as many people as possible.

His philosophy includes the ideas of “preventive medicine,” “a healthy intestinal tract leads to a long life,” and “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.” Shirota-ism has been the root of our business since our founding, and it has, is, and will continue to be cherished in all of our activities.

Yakult’s products are hand delivered directly to customers at their homes and other locations. This year marks 50 years since home delivery by Yakult Ladies was introduced nationwide in 1963. Yakult Ladies were able to continue delivering products everyday, even in the wind and rain, because our customers were waiting for Yakult. Harmony among people was born out of making deliveries with sincerity. This home delivery system that is unique to Yakult is the very practice of Shirota-ism in its truest form. Our products are delivered directly into the hands of customers with the sincere wish for their good health. This practice has remained a constant at Yakult for 50 years.

Our desire for good health infused into these small bottles of *Yakult* has now spread to 33 countries and regions in Asia, the Americas, and Europe. At present, over 30 million bottles of our dairy products are enjoyed around the world every day.

Yakult’s desire to contribute to the health, happiness, and peace of people around the world has now reached space. We have launched the Yakult Space Discovery project to contribute to the health of humankind in the upcoming space age. Our dreams are now soaring into the realms of outer space.

This desire, which began with our research on lactobacilli, is contained in this tiny bottle. No matter how the times change, our hope for human health will remain constant. In order to realize this hope, we will make new endeavors, uphold what we have followed, and continue to contribute to the health and happiness of people around the world.



Chairman and
Representative Director (CEO)
Sumiya Hori

Sumiya Hori



President and
Representative Director (COO)
Takashige Negishi

Takashige Negishi

Sincerity for every setting

We want people around the world to feel the joy of living their daily lives in good health. Yakult infuses this hope into all of its business activities, including fundamental research, development, manufacturing, and sales, and delivers highly reliable products in the fields of foods and beverages, cosmetics, and pharmaceuticals.

Research
and
Development



Production



Foods
and
Beverages



Cosmetics



Pharmaceuticals



Home
Delivery



Direct Sales



International
Business





Pursuing the very big potential hiding in very small microorganisms

Yakult offers a wide array of products utilizing the functions of beneficial microorganisms, while emphasizing fundamental research, which is the basis of our businesses. At research institutes inside and outside Japan, many researchers strive to elucidate the close relation between probiotics and health.

As a leader in probiotics research

Yakult carries out cutting-edge research on microorganisms. Working in a state-of-the-art environment with the newest equipment, we discover the “seeds” of new materials through a broad range of basic research, and our efforts are bearing fruit in the fields of foods and beverages, cosmetics, and pharmaceuticals.



Functional verification of food ingredients



Yakult Honsha European Research Center for Microbiology, ESV (YHER)
Research institute located in Technologiepark in Ghent, Belgium

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

Linking research in life science to human health, with a focus on microorganisms

The Yakult Central Institute for Microbiological Research Based on the concepts of preventive medicine and a healthy intestinal tract leads to a long life, the Yakult Central Institute for Microbiological Research conducts research in life science, with a focus on intestinal microorganisms. As a cutting-edge research institute in the field of probiotics, we study food, cosmetic, and pharmaceutical ingredients that are beneficial for the maintenance, enhancement, and recovery of human health, as well as their application.

The Yakult Central Institute is working to enhance its facilities and research environment to streamline research and improve development capability. In 2010, we built the Food Research Building for researching and developing food ingredients and products. In addition, 4 more research buildings (Research Management Building, Pharmaceutical and Cosmetic Research Building, Quality and Technological Development Building, and Basic Research Building) are to be completed by 2015. The new buildings will be equipped with cutting-edge facilities and research equipment, and also include an international conference hall for presenting international research. These most advanced research and development facilities will contribute to the promotion of science and technology and the growth of society, as well as the field of probiotics.

As a research base for probiotics overseas, we established the Yakult Honsha European Research Center for Microbiology, ESV (YHER) in Ghent, Belgium, and research mainly the effects of probiotics on the health of European people. By accumulating research data, we aim to establish a research base for expanding our businesses globally in Europe, the Americas, and Asia.



Research and Development

Elucidation of various health improving effects of lactobacilli, including the reduction of the risk of cancer and infectious diseases

Our years of research have revealed a large number of beneficial properties of lactobacilli, which are a prime example of probiotics.

For instance, it was found that *Lactobacillus casei* strain Shirota regulates intestinal functions and increases NK activity*, which is important for immunity. It was also discovered that *Lactobacillus casei* strain Shirota reduces the risk of cancer by eliminating harmful mutagens from the body and adjusting immunity. Recently, it has also been confirmed that the continuous intake of *Lactobacillus casei* strain Shirota lowers the risk of bladder, colon, and breast cancers.

Furthermore, *Lactobacillus casei* strain Shirota alleviates the symptoms and decreases the incidence of infectious diseases, such as childhood acute diarrhea, upper respiratory tract infections (colds), and infectious gastroenteritis due to norovirus. We also confirmed that fermented milk containing *Bifidobacterium breve* strain Yakult and galacto-oligosaccharides has the effect of helping to reduce skin dryness.

Unlocking the potential of intestinal bacteria in the aim of applying it to a wide range of fields

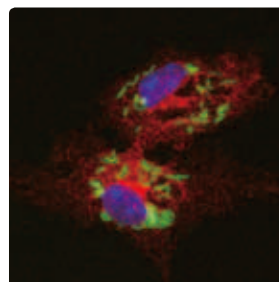
We have produced many results in our research on intestinal bacteria. As for bifidobacteria, we verified for the first time in the world that the bifidobacteria existing in the intestines of newborn babies is derived from their mothers.

We also found that segmented filamentous bacteria, which inhabit the intestines of various mammals, are involved in the induction of Th17 cells, which are one subset of the T Cells that play a central role in the immune system.

Revealing a true picture the intestinal flora efficiently by utilizing our original analysis technology "YIF-SCAN"

The Yakult Central Institute developed the original system "YIF-SCAN" for analyzing the intestinal flora efficiently. This is a system for quantifying bacteria selectively based on the characteristic gene sequence of each intestinal bacterium. It is possible to analyze bacteria present in large numbers as well as those present only in small numbers swiftly with high sensitivity.

This system can be applied to not only research on intestinal bacteria, but also the identification of bacteria that cause infectious diseases in the clinical field.



Macrophages ingesting *Lactobacillus casei* strain Shirota (green)

*NK activity

Natural killer (NK) cells work on the front line of the immune system for protecting the body from pathogens, viruses, and cancer, etc. NK activity means the intensity of the performance of NK cells, and it is nowadays recognized as a barometer of immunity.



Intestinal Flora Analysis System-"YIF-SCAN"

*YIF-SCAN is a registered trademark.



Synbiotic therapy – offering a new option in the medical field

One of our research accomplishments that is now utilized in the medical field is synbiotic therapy. Synbiotics combines probiotics and prebiotics, which function to help increase the beneficial bacteria in the intestine. Since its effect of inhibiting postoperative infections was confirmed, synbiotic therapy is attracting attention as an alternate treatment to the administration of antibiotics. Furthermore, it was found that synbiotic therapy has the effect of improving the nutritional state and recuperative power by restoring immune functions and facilitating digestion and absorption.

Developing new ingredients rigorously selected through diverse research into new products and delivering them to customers

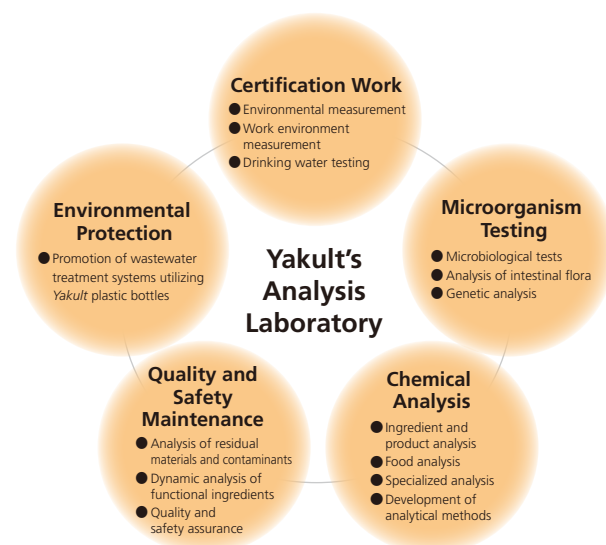
Our development division develops products by utilizing new food ingredients whose safety has been confirmed after fundamental and commercialization research. We also conduct technological development tests for actual manufacturing in the aim of establishing efficient, stable manufacturing technologies and conduct research for assuring product quality. Through these efforts, we have created a large number of new products.

The containers used for products are developed by ourselves. Recently, we redesigned the bottle for the

fermented milk *Joie*. As its improved usability and disposability were highly evaluated, we received the *Japan Star Award*, which is the top award of the Japan Packaging Contest, and other awards inside and outside Japan. In 2011, the characteristic shape of the *Yakult* bottle was registered as a three-dimensional trademark.

Contributing to the creation of a better environment by utilizing the analysis technologies we have nurtured

The Yakult Central Institute's Analysis Laboratory engages in technological development for chemical analysis and microorganism analysis regarding foods, biological bodies, the environment, etc. Since 1976, we have analyzed and tested food products and the environment at the request of governmental offices, corporations, etc., as an analyzing and testing organization approved by the Japanese government and local municipalities, and have also been developing reagents for identifying microorganisms. In addition, we are popularizing a water purification system (A&G water purification system) utilizing *Yakult* containers, with the aim of improving the environment.



■ Measurement certification business / Concentration: Registration number—Tokyo, No. 520
 Sound-pressure level: Registration number—Tokyo, No. 871
 Vibration 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)

Pursuing the production of products that are safe, offer peace of mind, and are of high quality

Yakult produces dairy, cosmetic, and pharmaceutical products at our own factories. We aim to guarantee the high quality of every product. By ensuring safety, peace of mind, and high quality, we are enhancing the reliability of our products.

Dairy products

Products are produced using cutting-edge production technology under rigorous quality and hygiene management

Yakult manufactures products in an integrated production system that includes everything from ingredient preparation, cultivation, and blending to container molding, filling, packaging, and shipping. In Japan, there are 11 plants for dairy products (5 Yakult Honsha plants and 6 bottling plants), and in December 2012, Hyogo Miki Plant, which is equipped with the latest technology and can be said to be the culmination of Yakult's production technologies, began full-scale operations. So that customers can consume our products with peace of mind, we specified and follow our original strict quality management standards, integrating the HACCP food hygiene control system and the ISO9001 international standard for quality management and assurance.

To realize reliable plants by continuously working to preserve the environment and making production sites transparent

Yakult emphasizes maintaining the health of the environment surrounding production sites, and has obtained the ISO14001 international standard for environmental management systems certification at all of our plants. We engage in continuous activities for preserving the environment, such as recycling industrial waste, setting up water purification systems that use *Yakult* bottles for disposing of wastewater, and installing solar panels.

Our plants nationwide hold plant tours for customers. By having customers see our production firsthand, we hope it will deepen their understanding of our advanced quality and hygiene management and our environmental measures, and lead to even greater trust for our products.



Fuji Susono Plant



Visitor's gallery at Hyogo Miki Plant



Elementary school students' tour



Cosmetics

Visual inspections by factory workers are included in the manufacturing process to produce high-quality cosmetics

Shonan Cosmetics Plant manufactures high-quality cosmetics containing moisturizing agents derived from lactic acid bacteria. We also produce our original moisturizing agents here, including a fermented lactic acid bacteria extract and a high molecular weight hyaluronic acid, and add them to our products. We carry out production under rigorous management while putting importance on visual inspections and adjustments by factory workers, and ship only the products whose quality and safety have been confirmed. In the Beautiens Salon and the gallery



Production line

(concourse for touring the plant), we hold tours where visitors can actually participate in the production.

Pharmaceuticals

Developing a system that complies with quality control standards inside and outside Japan as a global oncology company

Fuji Susono Pharmaceutical Plant produces pharmaceutical products, such as *Elplat*, which is an anticancer drug used globally for treating colon cancer, etc., and *Campto*, which is an anticancer drug developed by Yakult. This Plant, which is inspected by foreign government officials, has developed advanced production systems that follow the strict Good Manufacturing Practices (GMP = Manufacturing and quality management standards for



Visual inspection

pharmaceuticals and other products) in Japan, the U.S., and Europe, and engages in the production of safe, high-quality pharmaceutical products.

To produce high-quality products and preserve the environment

Each Yakult plant has obtained the following certifications and adopted these standards, for improving product quality and making our production environmentally friendly.

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.

*The certification states of the plants of Yakult Honsha and Yakult Group companies are mentioned on p.33-34.

Meeting health needs with dairy products and functional beverages

Yakult offers dairy products containing probiotics, such as *Lactobacillus casei* strain Shirota and *Bifidobacterium breve* strain Yakult, and functional foods and beverages developed through the pursuit of health improving effects. Yakult delivers good health to customers from these two product perspectives.

Dairy products

Development of dairy products with original probiotics based on the concepts of preventive medicine and a healthy intestinal tract leads to a long life

Yakult has accumulated a great deal of research based on the concepts of preventive medicine, which aims to help people avoid sickness, and a healthy intestinal tract leads to a long life, which is the idea that the intestines are where nutrition is absorbed into the body and making them strong leads to a healthy, long life. As fruits of this research, Yakult offers customers fermented milk drinks and fermented milks containing *Lactobacillus casei* strain Shirota, *Bifidobacterium breve* strain Yakult, and other probiotic strains.

The concepts of preventive medicine and a healthy intestinal tract leads to a long life were suggested by Dr. Minoru Shirota, who founded Yakult. In recent years, microorganisms that maintain and improve health, such as lactobacilli and bifidobacteria, which have beneficial effects for the human intestines, have been gaining popularity throughout the world as probiotics. Offering products based on the idea of preventive medicine and a healthy intestinal tract leads to a long life, Yakult was an early pioneer in making the concept of probiotics a realization.

To enable customers to readily consume *Lactobacillus casei* strain Shirota, which reaches the intestines alive and supports health

Lactobacillus casei strain Shirota, which was strengthened and cultivated by Dr. Minoru Shirota, is a probiotic strain that survives gastric fluids and other digestive fluids, reaches the intestines alive, and improves the intestinal environment. Yakult offers a wide array of products for easily consuming *Lactobacillus casei* strain Shirota.

A prime example is the *Yakult* series. Various needs for health are satisfied by this product lineup with clear characteristics and functions, including *Yakult 400*, which contains 40 billion *Lactobacillus casei* strains Shirota per bottle (80 ml), products with fewer calories and less sweetness, and products containing nutrients that people often tend to not get enough of. In March 2013, we released *Yakult Ace*, which contains 30 billion *Lactobacillus casei* strain Shirota per bottle (80 ml), vitamins C and D, and galacto-oligosaccharides, and has a refreshing flavor.

The *Joie* series enables customers to get *Lactobacillus casei* strain Shirota, protein, and calcium together in a single bottle.

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

Promotion of Healthier Intestinal Activity and Improvement of Fecal Condition

Lactobacillus casei strain Shirota produces lactic acid, while *Bifidobacterium breve* strain Yakult produces lactic and acetic acids. These acids stimulate the intestines, and enhance bowel movements.

Prevention of Proliferation of Harmful Bacteria Inside the Intestines

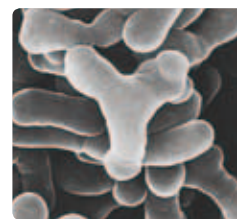
Lactic and acetic acids produced by *Lactobacillus casei* strain Shirota and *Bifidobacterium breve* strain Yakult prevent harmful bacteria from multiplying.

Prevention of Intestinal Putrefaction by Inhibiting Production of Harmful Substances

When the activities of harmful bacteria are curtailed, harmful substances decrease, and intestinal putrefaction can be avoided.



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



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



As a characteristic, it offers great taste and the pleasure of being able to choose your favorite flavor, such as plain, fruit, and seasonal flavors. In September 2012, a spoonable version of *Joie* debuted, increasing the pleasure of being able to choose.

To maintain intestinal health with *Bifidobacterium breve* strain Yakult

Bifidobacterium breve strain Yakult, which reaches the intestines alive and is particularly beneficial for the large intestine, is another one of Yakult's original probiotic strains. The *Mil-Mil* series is popular among many customers as a drinkable yogurt, as it includes *Bifidobacterium breve* strain Yakult, replenishes the bifidobacteria, which decrease due to aging and stress, and maintains intestinal health. *Mil-Mil S* is highly recognized by health-conscious people, because it contains galacto-oligosaccharides which increase the bifidobacteria, as well as dietary fiber and collagen, which improve bowel movements.

Pursuing the potential of probiotics to deliver products with new values to customers

Yakult continues to pursue research as a probiotics pioneer and is utilizing the results of that research to develop products and offer new values of probiotics. In May 2013, we released the new probiotic beverage *Nyusankin Soy α*, which contains *Lactobacillus casei* strain Shirota and soy isoflavones. The fermentation of soymilk with *Lactobacillus casei* strain Shirota improves the rate of absorption of isoflavones, and with this product customers can consume both lactobacilli and isoflavones from a single bottle. *Pretio*, which contains GABA (γ-aminobutyric acid) created by lactobacilli and has the effect of lowering blood pressure, and *BF-1*, which was developed as a fermented milk drink that is gentle on the stomach using *B. bifidum* strain *BF-1*, are also attracting attention.

Yakult contributes to the health and happiness of customers through products containing our original probiotic strains, while broadening our perspective from intestinal health to total body health.

Food with Health Claims (Food for Specified Health Uses and Food with Nutrient Function Claims)

Many of Yakult's products have been approved for labeling as Food for Specified Health Uses, and other products are labeled as Food with Nutrient Function Claims.

Food for Specified Health Uses, or FOSHU, is one category of foods with health claims (see the figure on the right). 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" with each corporation taking responsibility for the labeling.



← 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")
Labeling	<ul style="list-style-type: none"> Amount of nutrient content Benefits of nutrient content Precautions 	<ul style="list-style-type: none"> Amount of nutrient content Amount of active ingredients Health benefits Precautions 	(Information on nutrient content)

Lineup of products containing *L. casei* strain Shirota

Fermented
milk
drinks



Yakult 400

Contains 40 billion *L. casei* strain Shirota per bottle (80ml).



Yakult 400LT

Reduced sweetness and fewer calories compared with Yakult 400.



New Yakult

Contains 20 billion *L. casei* strain Shirota per bottle (65ml).



New Yakult Calorie Half

50% fewer calories than *New Yakult*.



Yakult Ace

Contains 30 billion *L. casei* strain Shirota per bottle (80ml), vitamins C and D.



Mitsuboshi Factory Yakult Fruity

New cassis flavor.



Pretio

Contains GABA (γ-aminobutyric acid) For those who are concerned about blood pressure.



BF-1

Fermented milk drink that is gentle on the stomach.

Fermented
milk



Joie

Contains *L. casei* strain Shirota and can be enjoyed in a variety of flavors.



Joie (Yogurt cup)

The appeal of Joie in a spoonable yogurt version.

Fermented
soymilk



Nusankin Soy α

(in select areas)

L. casei strain Shirota and soy isoflavones can be taken in with a single product.

Fermented
milk products



Mitsuboshi Factory Yakult Dolce

Creamy, refreshing dessert made with Yakult.



Sofuhl

Dessert yogurt containing *L. casei* strain Shirota.



Sofuhl Genki Yogurt

Yogurt with both great taste and functionality.



Mil-Mil

Contains more than 10 billion bifidobacteria per bottle (100ml).



Mil-Mil S

Includes galacto-oligosaccharides and dietary fiber.

Lineup of products containing *Bifidobacteria*

Realizing preventive medicine with highly functional beverages and foods that meet a variety of health needs

Yakult offers products based on the concept of preventive medicine in the fields of not only dairy products, but also other beverages and foods. Since releasing the *Toughman* nutritional drink in 1980, we have developed functional beverages and food products for relieving the worries of modern people, such as lifestyle diseases and insufficient vegetable intake.

Bansoreicha includes guava leaf polyphenol, which suppresses the absorption of sugar, and is recommended for those who are concerned about their blood sugar level after meals. For the *Toughman* series, we have revamped the ingredients and taste to consistently reflect the needs of the times. *Kurozu Drink* enables customers to easily take in black vinegar, which contains a lot of organic acids, including essential amino acids and citric acids. The *Milouge* series is a lactic drink that offers a mild flavor and functionality with

calcium and vitamin D. *Mainichi Ureshii Kale no Aojiru* is a kale drink that is powderized at a Yakult factory using kale grown without chemical fertilizers or pesticides, so that customers can enjoy it with peace of mind.

Developing highly functional beverages and foods to help people live healthy, happy lives

In 2012, Yakult started the *Mitsuboshi Factory* brand to offer new values to women in their 20s and 30s, who are keenly interested in beauty and health, and released the beauty drink *CHOBI* for supporting the beauty of women from the inside as the brand's first product. In 2013, we released *Yakult Dolce* as the second product, and *Yakult Fruity* as the third product.

Yakult will continue to observe the needs of the times, and work to develop products in pursuit of beneficial health effects from various aspects in the fields of functional beverages and foods.

Lineup of functional beverages and foods



Toughman Series

Contains Korean ginseng.
A nutritional drink staple.



Kurozu Drink

Easy to drink and
has a Japanese plum
and honey flavor.



Milouge Series

Lactic beverages developed in pursuit
of functionality and great taste.



**Chosei Tonyu
Kokusandaizu Shiyo**

For those who are
concerned about
cholesterol.



Mitsuboshi Factory **CHOBI**

Contains collagen and
vitamin C.
For women who never want
to stop shining.



Gyutto Kenko Series

Drinks that support active,
modern people.



**Mainichi Ureshii
Kale no Aojiru**

Contains β -carotene,
calcium, and iron.

Putting the power of lactobacilli to work for the skin

Yakult has researched lactic acid bacteria since its founding, and it currently delivers cosmetics under the Yakult Beautiens brand that are produced following rigorous safety standards. We will continue working to protect the health of the skin, body, and mind, and discover new powers of lactic acid bacteria.



Independently developing moisturizing agents derived from lactic acid bacteria, based on the concepts of “internal and external beauty” and “intestinal health is a direct factor in producing beautiful, healthy skin”

Yakult’s cosmetics are based on the concepts of “internal and external beauty” and “intestinal health is a direct factor in producing beautiful, healthy skin.” Our lactobacillus-based beverages promote the body’s internal health by focusing on the intestines, while our cosmetics protect the health of the body’s exterior by focusing on the skin. These concepts were formed when our founder Dr. Minoru Shirota focused his attention on the functions of lactic acid bacteria, which protect the skin and the mucosa. Using the results of years of concerted research based on the concept that lactic acid bacteria that are good for the body are also good for the skin, Yakult developed a fermented lactic acid bacteria extract for skincare in 1955. Later, we developed other original cosmetic ingredients, such as a high molecular weight hyaluronic acid derived from lactic acid bacteria and lamellar particles, whose structure is similar to that of intercellular lipids existing in the horny layer of the skin, and continue explorations in the areas of lactic acid bacteria and dermatology.

A characteristic of the cosmetics that we research and develop is that they are produced at our own plants. At our cosmetics plant, which has the same level of quality control standards as our food plants, we produce products while emphasizing safety and quality.



We offer mainly basic cosmetics, which allow users to experience the strong moisturizing power derived from lactic acid bacteria

Under our cosmetics brand, Yakult Beautiens, we offer a variety of items, including basic cosmetics, for delivering the power of lactic acid bacteria to every corner of the skin. This page will introduce our basic cosmetic lines, which enable users to experience the moisturizing power derived from lactic acid bacteria.

Lactdew Series of moisturizers that utilize the power of lactic acid bacteria

The *Lactdew Series* of moisturizers were developed with the lactic acid bacteria fermentation technology created by Yakult and delivers moisture to the skin. The series includes a lotion that has a mild, fresh feeling when applied, and a hyaluron gel that thoroughly protects the skin's moisture. These products enable even first-time users to experience the moisturizing power derived from lactic acid bacteria.

Revey Series for bringing out the skin's power and maintaining its health

This series was born based on the idea that it is important to maintain healthy skin and prevent skin troubles from occurring rather than to treat them after they occur. *Revey Series* products contain an optimal balance of three kinds of moisturizing agents derived from lactic acid bacteria and beauty agents for bringing out the skin's power to achieve healthy skin. We offer basic care and special care items in the *Revey Series*.

Parabio Series anti-aging cosmetics for achieving moist, healthy skin

This lactobacillus-derived cosmetic series contains our original moisturizing agents, including lamellar particles, which give the skin tighter pores, a healthier radiance, and greater elasticity. Since their introduction, these products have been a favorite of customers interested in genuine anti-aging benefits. At present, we offer more advanced skincare items with lamellar particles whose function has been enhanced.

Yakult Beauty Advisors deliver products to customers with the desire for customers to have healthy, beautiful skin

Hoping that customers use cosmetics suited for their skin conditions after understanding the value of Yakult's cosmetics, Yakult Beauty Advisors and Yakult Ladies deliver cosmetics to customers in the same manner that Yakult's drinks are delivered. They grasp the skin conditions and concerns of customers through careful counseling, and give suggestions regarding cosmetics and advice for bringing out the innate beauty of the skin.

In addition, we offer facial treatment services in about 500 aesthetic salons throughout Japan.

Yakult Beautiens, which advocates the concepts of "internal and external beauty" and "intestinal health is a direct factor in producing beautiful, healthy skin," will continue contributing to the health of the skin, body, and mind and happiness of customers across a wide range of ages.



Parabo Series



Revey Series



Lactdew Series



As a global oncology company

Yakult, which has conducted its business under the concept of preventive medicine, has expanded its business fields to include therapeutic medicine and it has received wide recognition around the world in the field of anticancer drugs. Pharmaceutical products developed by Yakult are utilized by medical professionals around the world.

Offering prescription drugs, non-prescription drugs, quasi-drugs, and medical devices

The pharmaceutical business of Yakult began when it started producing and selling products such as enzymes for food and pharmaceuticals in 1961. In 1967, we started selling prescription drugs, and later released non-prescription drugs, quasi-drugs, medical devices, and reagents, etc.

At present, we are especially concentrating on the field of cancer (oncology). We sell drugs that form the foundation for cancer treatment at many medical institutions inside and outside Japan, including the anticancer drug *Elplat* I.V. infusion (Oxaliplatin), which has been approved as a first-line treatment for colorectal cancer in over 100 countries, and *Campto Infusion Solution* (Irinotecan hydrochloride trihydrate) developed by Yakult.

As for non-prescription drugs, we handle products developed through probiotic research, including the lactobacillus preparation *Yakult BL Seichoyaku* (now a quasi-drug), which was developed using *Lactobacillus casei* strain Shirota and *Bifidobacterium breve* strain Yakult.

Supporting cancer treatment settings as a company in the field of oncology

In general, the effectiveness of chemotherapy using anticancer drugs is evaluated through clinical tests conducted in accordance with a regimen, which specifies the drug type and dosage according to the type and stage of cancer. The efficacy of Yakult's *Elplat* and *Campto* anticancer drugs on colorectal cancer has been confirmed in a number of clinical trials. Furthermore, the regimen using these two drugs is now a standard treatment globally. Yakult, which provides medical settings with *Elplat* and *Campto*, has received wide recognition around the world especially in the field of gastroenterology.



Yakult BL Seichoyaku



Elplat

Elplat is an anticancer drug synthesized in Japan in 1976 and developed in Europe. Yakult performed development work in Japan, gained import approval in March 2005, and began domestic sales in April 2005. In 2009, its efficacy in postoperative adjuvant chemotherapy against colorectal cancer was recognized. Adjuvant chemotherapy is a treatment method where anticancer drugs are administered after surgery to prevent recurrence and aims to cure the cancer. We are aiming to expand the indications for *Elplat* to stomach and pancreas cancers, while expecting that it will have an even more important role as a drug in the field of gastroenterology hereafter.



Campto

Campto is an anticancer drug independently developed by Yakult in 1983. Yakult will continue to provide medical institutions with the enormous amount of information on cancer chemotherapy that has been accumulated since the debut of *Campto*, in order to contribute to the oncology community and achieve the best possible patient outcomes.

In addition to *Elplat* and *Campto*, Yakult sells anticancer drugs such as *Cisplatin I.V. Infusion MARUKO*, *Opeprim*, *Flutamide Tablets 125KN*, and *Gemcitabine for I.V. Infusion Yakult*. We also handle other cancer-related drugs, including *Levofolinate for I.V. Infusion Yakult*, which enhances the efficacy of anticancer drugs, *Sinseron Tablets*, which alleviate nausea, vomiting, and other symptoms after the administration of anticancer drugs, and *Neu-up*, which treats neutropenia after cancer chemotherapy, to support the oncology field comprehensively.

Conducting various information provision activities with the aim of disseminating standard treatments that will lead to an improvement in the quality of treatment

In order for every patient to receive medical services that are fair and of higher quality, it is important to disseminate standard treatments that grow out of accumulated evidence (scientific basis). Yakult offers information to a broad range of people, including medical

professionals, from various aspects.

Medical representatives (MRs) who have expertise in oncology provide information for meeting various needs in medical settings accurately and swiftly. In Japan, Yakult employs about 180 MRs, who introduce our products and supply a wide range of information regarding treatment from the viewpoints of medical professionals and patients. We also established a pharmaceutical counseling office in 2009, which handles inquiries from medical professionals and patients. Furthermore, experienced medical experts invited from overseas give lectures about the current situation of standard treatments around the world at symposiums. In this way, we provide medical professionals with opportunities to collect the latest information.

For patients and their family members, we provide opportunities to deepen their knowledge by publishing pamphlets for understanding diseases easily and setting up websites. We also hold lectures for citizens and explain the current situation of cancer treatment.



Seminar organized in collaboration with the Japan Society of Clinical Oncology



Corporate booth at the seminar

Offering new prospects for cancer treatment by developing anticancer drugs and exploring research in new fields

Yakult has built up a strong track record in the field of oncology with *Elplat* and *Campto*, will continue to focus on cancer and related fields. We aim to develop global products, like *Campto* and while also working to develop generic drugs that are easy for medical professionals and patients to use, and exploring new areas in the field of oncology, such as molecularly-targeted and antibody drugs. We will continue to contribute to the health and happiness of people around the world from the aspect of therapeutic medicine.

Delivering products with sincerity and a smile

Yakult Ladies play a significant role for making the concepts of preventive medicine and a healthy intestinal tract leads to a long life a realization. Every day, Yakult Ladies deliver products to customers by hand in each region of Japan with the sincere wish for their good health.



Conveying the value of lactobacilli and helping customers become healthy based on firm trusting relationships

Yakult Ladies visit customers with a smile and deliver products with sincerity. Home delivery by Yakult Ladies is a distribution method unique to Yakult. Approximately 40,000 Yakult Ladies (as of March 31, 2013) based out of approximately 2,500 “centers” located throughout Japan make deliveries as members entrenched in the local community.

Yakult Ladies contribute to the health of customers in their community by helping them to understand the value of lactobacilli and promoting continuous consumption of our products based on a strong, trusting relationship with customers.



Delivering products and wishing for the health of customers for 50 years

Yakult’s products contribute to the health and happiness of people. Accordingly, we do not want to just sell products; we

also convey our wish for health to our customers. Yakult has employed mainly housewives for assuming this role. 2013 marks the 50th anniversary of the start of home delivery by Yakult Ladies, which began in 1963.

To be trusted by customers as a local health adviser

In order for Yakult Ladies, who deliver products as well as health-related information, to be trusted and relied on by customers as local health advisers, they participate in training sessions organized by the researchers of the Yakult Central Institute, and strive to improve their knowledge by using magazines and training materials, etc. Moreover, we provide customers with products whose quality has been meticulously controlled by utilizing cooler boxes for temperature control and other tools.

Yakult Ladies will continue to contribute to the health maintenance of people in their community, while cherishing trust and nurturing bonds with each customer.



A healthy life for as many people as possible

So that customers can have access to our products anytime and anywhere in their day-to-day life, we operate various distribution channels and provide a broad range of opportunities to deepen understanding of our products.



We supply products through various sales channels, including stores, vending machines, and meal services

Defining all sales modes, other than home delivery, as direct sales, Yakult makes its products available through supermarkets, convenience stores, and other everyday shopping destinations that customers frequent. We also operate vending machines so that customers can purchase our products anytime 24 hours a day.

In addition, we supply our products to schools and medical and nursing care facilities, so that people in a wide age range, including children and elderly people, can consume our products every day.



Implementing various promotional campaigns so that customers consume our beverages with a deep understanding

So that customers understand the characteristics of our products and continue drinking our beverages, field staff provide information at mass retailers and give proposals to create selling space there. The promotional staff of Yakult introduce our products directly to customers and provide them with information on health. Furthermore,

we hold promotional events, mainly at larger stores, using videos, quizzes, and other tools to try to deepen customers' understanding of the importance of intestinal health and the functions of lactobacilli.



In addition, staff, mainly those who are qualified as nutritionists, explain the effects of lactobacilli to people involved in meal services for schools and medical and nursing care facilities.

A variety of vending machines that offer products best suited for each location

In order to meet various needs of customers, we operate mainly our own vending machines that are capable of offering bottled, canned, and plastic bottle beverages, as well as dairy products and drink boxes all in a single unit. We have also entered into a collaboration with Kirin Beverage Co., Ltd. and are installing vending machines that offer both Yakult and Kirin Beverage products. In this way we are making efforts to strengthen our sales systems.

In consideration of environmental needs, we are actively working to reduce the energy consumption of our machines by adopting LED lighting and switching to vending machines equipped with heat-pumps. And to contribute to society in yet another way, we are also installing vending machines that have a portion of their proceeds donated to the pink ribbon campaign.



Continuing on in the aim to become a global brand

Yakult is currently a favorite of many people around the world. Step by step, we will continue to move toward our aim to popularize our products as a global brand that contributes to the health of people around the world.

Health and happiness for people around the world

Yakult, first created in Japan, is now popular in countries and regions throughout the world.

We will continue delivering good health to as many people as possible, with the basic philosophy of local production and local sales.

Half a century has passed since we embarked on our overseas expansion, and today our network covers 33 countries and regions

It was in 1964 when Yakult, which started in Japan, expanded its business to overseas based on the philosophy of our founder, Minoru Shirota, to protect the health of people around the world. Beginning with Yakult Co., Ltd. (Taiwan) and followed by our entry into countries such as Brazil, Thailand, and South Korea, we expanded our network to Latin America and Asia, and since 1994 we have further expanded our network to Europe and the Americas

by entering the Netherlands, Belgium, the UK, the US, and other countries. In recent years, we have concentrated on business expansion in China; we entered Guangzhou in 2002, established Yakult (China) Co., Ltd. in 2005 to oversee the business in China, and have established production and sales footholds in Shanghai, Beijing, and Tianjin.

At present, we sell products in 33 countries and regions, including Japan, through 26 overseas business establishments. Overseas, the number of Yakult Ladies delivering products to customers is over 41,800, the number of stores selling Yakult is about 390,000, and about 24.4 million dairy products are consumed per day (as of April 2013).

Asia and Oceania



Taiwan



Hong Kong



Thailand



South Korea



The Philippines



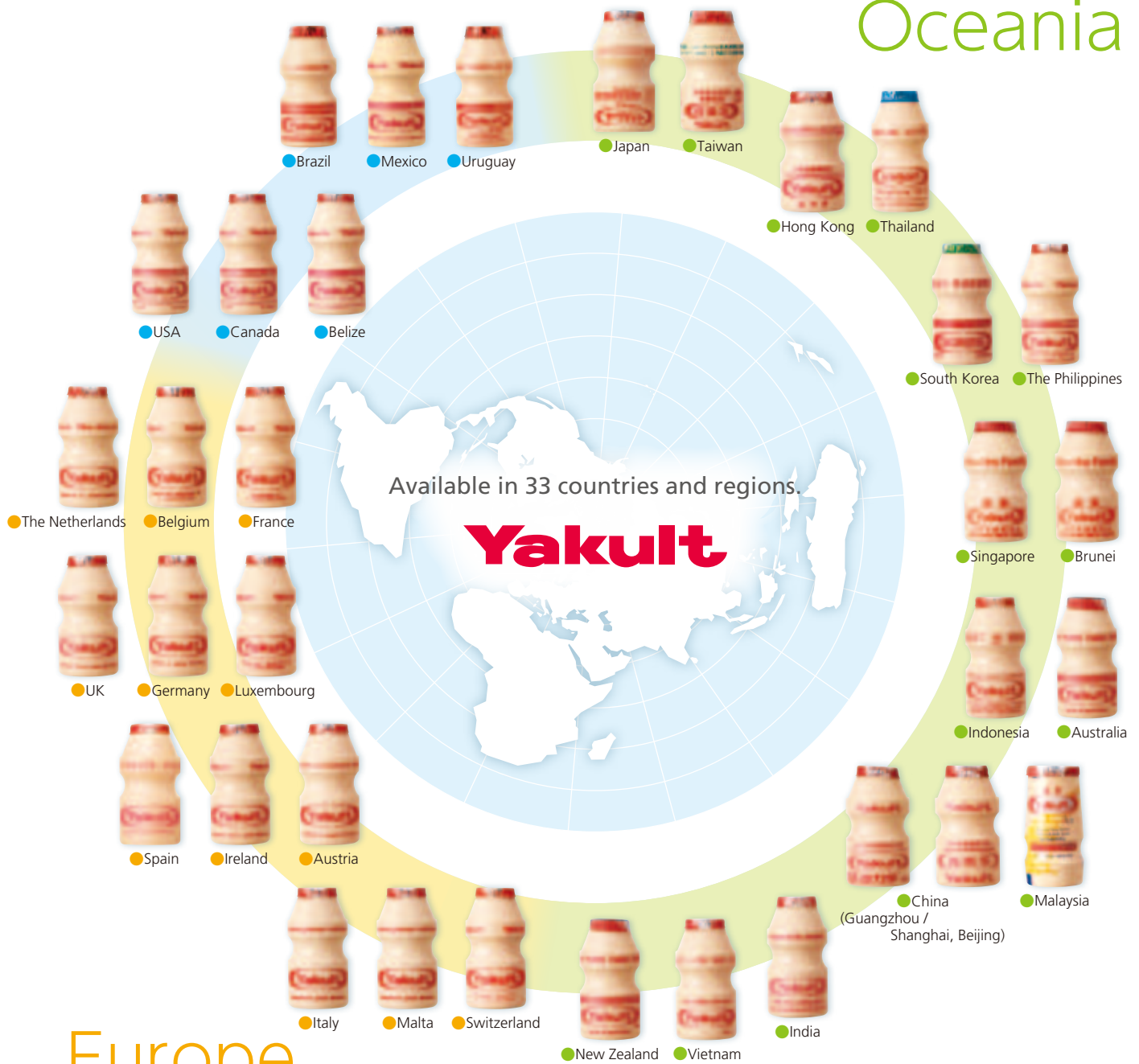
Singapore



Indonesia

The Americas

Asia and Oceania



Europe



Australia



New Zealand



Malaysia



Vietnam



India



Guangzhou



Shanghai



Beijing

International Business

Disseminating the concepts of preventive medicine and a healthy intestinal tract leads to a long life as a pioneer in probiotics

Cultures and eating habits may be different throughout the world, but all people have a common desire to be healthy. We believe that the concepts of preventive medicine and a healthy intestinal tract leads to a long life hold significance not only in Japan, but overseas as well. In regions where public health and medical systems are still developing and the idea of creating a disease-resistant body is being emphasized, and in developed countries as well, Yakult aims to contribute to people's health and happiness through various opportunities, as a leading company in the field of probiotics.

We hope that customers will deepen their understanding of *Lactobacillus casei* strain Shirota, with which we aim to make the concepts of preventive medicine and a healthy intestinal tract leads to a long life a realization, and continue to regularly consume *Yakult*. With that hope, we are conducting activities to convey its value through home delivery, store sales, and other channels where we can come in contact with customers. Furthermore, at the Yakult Honsha European Research Center for Microbiology ESV (YHER), which was established in Ghent, Belgium, we are conducting research on the effects of probiotics on the health maintenance of European people by utilizing the know-how we have accumulated in Japan. In this way, we are actively collecting evidence and providing information to people in the areas where we operate.

Aiming to become a company trusted and loved by the local community by emphasizing local production and local sales

In order to become a company admired by local communities and offer high-quality products to customers in any country or region, Yakult puts importance on rooting itself locally when developing production and sales systems and training personnel. We have also introduced home delivery by Yakult Ladies, our unique sales system, in many countries and regions throughout the world.

We also strive to disseminate the concept of preventive medicine by offering health-related information according to the lifestyles and eating habits in each region, and implement other measures for each country and each region, with the aim of becoming a community-based company trusted and loved by people.

Delivering the joy of health to more customers and areas with Yakult

By expanding our product delivery area, we are aiming to deliver good health to as many customers as possible through our products. In the future, we envision making Yakult a word known throughout the world as a true global brand.

Under the slogan of "Propagate the message of Yakult and spread the joy of health," we will continue to promote the value of Yakult probiotic drinks around the world. By doing so, we aim to steadily increase the number of customers who enjoy consuming our products and continue to work towards the realization of our corporate philosophy of "we contribute to the health and happiness of people around the world."

The Americas



Brazil



Mexico



USA

Europe



The Netherlands



Belgium



UK



Ireland



Germany



Austria



Italy

CSR

Corporate Social Responsibility



To be healthy

In order for human beings to be healthy, society and the earth's environment need to be healthy. Yakult will contribute to the health of society and the earth from various aspects, including business activities, as a good corporate citizen.

Towards coexistence with the natural environment and society

Yakult, which hopes for the health of people as well as the earth, promotes a broad range of activities for fulfilling corporate social responsibilities (CSR), with the basic policy of “All of us in the Yakult Group will strive through corporate activities based on our corporate philosophy to earn the trust of all the Group’s stakeholders and promote mutually beneficial relationships with all stakeholders.”

Corporate governance and compliance

To promote transparent, sound corporate management

In order to realize our corporate philosophy, it is important to establish a corporate governance system, grasp issues regarding the relationship with society, and carry out highly transparent management. Based on the policy to “devote thorough efforts to steady business development centered on core business operations and strive to maintain a sound financial position by promoting highly transparent management functions,” we are endeavoring to increase the level of society’s trust in us and our brand value while earning outstanding evaluations from all stakeholders, and thereby seeking to realize sustained corporate development and growth.

The Yakult Group adopted the executive officer system as a measure of corporate governance on June 22, 2011. With this system, we aim to strengthen the Board of Directors’ decision-making functions and supervisory functions, clarify responsibilities, and increase the efficiency of both kinds of functions. Also, to promote effective management activities and accelerate decision making, we have established the Management Policy Council, which includes representative directors, divisional general managers, and senior corporate auditors, and the

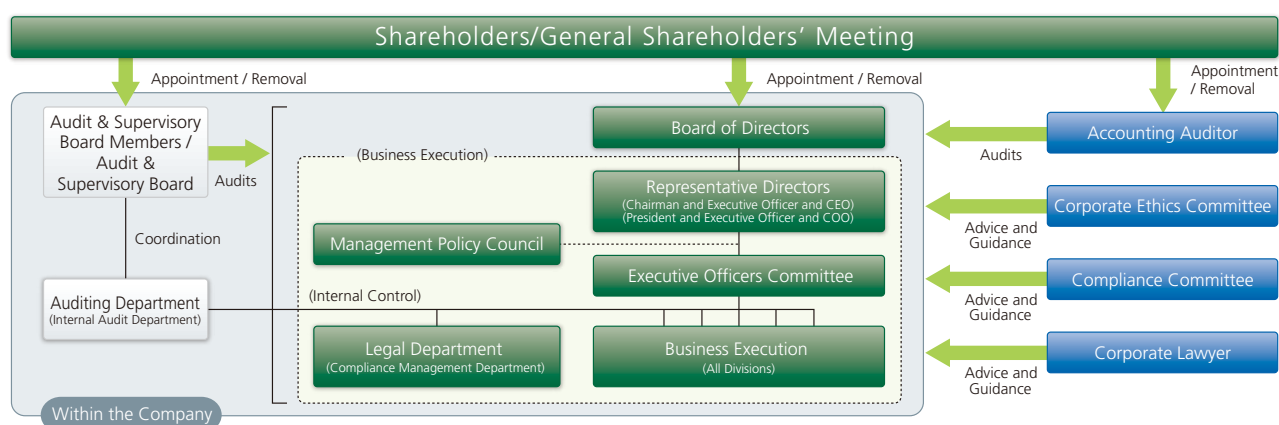
Executive Officers Committee, which includes executive officers and senior corporate auditors.

In addition, recognizing that realizing sound compliance performance is one of the most-important tasks of a corporation, Yakult proactively works to promote measures in regards to compliance. Yakult instituted the Yakult Code of Ethics and Code of Practice to serve as guidelines for proper corporate activities and is disseminating them to all members of the Yakult Group, while conducting revisions to increase their effectiveness in consideration of changes in the social environment.

As an additional measure to strengthen the compliance system, compliance managers have been appointed within each unit of Yakult Honsha and each Group company and given responsibility for checking to ensure that day-to-day operations are being properly implemented.

Yakult also established a Compliance Committee, which is composed of independent experts (attorneys and certified public accountants) from outside the Company and provides wide-ranging opinions and recommendations related to all kinds of corporate activities from the perspective of compliance. In addition, we established a Corporate Ethics Committee for strengthening activities for eradicating antisocial forces and monitoring businesses.

Corporate governance system of Yakult Honsha



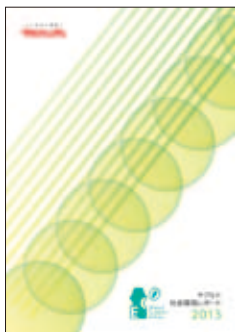
Communication activities

Introducing the current situation of Yakult to stakeholders

So that stakeholders become familiar with the current situation of Yakult, we actively conduct communication activities to provide a variety of information.

In our investor relations activities for shareholders and investors, we provide necessary corporate information for investment decisions in a fair and timely manner. We also hold briefings regarding our financial results and businesses, accept their requests for individual interviews and invite them on tours of our facilities to promote understanding of our business operations. In addition, we provide an English-language version of our annual report as well as regular information reports for shareholders twice a year on our website.

We provide customers and employees with information on our activities through the Yakult Social & Environmental Report, our website, company and group newsletters, etc.



Yakult Social & Environmental Report



Annual Report

● IR information:
<http://www.yakult.co.jp/english/ir/>

Personnel training and working environment improvement

Realizing comfortable workplaces where employees can excel

So that personnel, who play a significant role in the quality of corporate activities, can exert their abilities to the fullest, we concentrate efforts on personnel training and working environment development.

As for personnel development, we have employees think about “the spirit of our founding—Shirota-ism” and undergo initiative training, and provide employees with group training and correspondence training opportunities to acquire the knowledge and skills required for particular roles at each job level.

As for working environment improvement, Yakult was recognized as “a firm supporting child raising” by the Ministry of Health, Labour and Welfare, and is therefore permitted to use the “Kurumin Mark.” We assist our employees who are raising children by encouraging them to take childcare leave and allowing the shortening of working hours for child rearing. We also introduced systems for anniversary and volunteer leave,



to develop a comfortable working environment suited for a variety of employee lifestyles.

Environmental activities

For realizing a sustainable environment

Yakult Honsha established an organization for environmental measures in 1991, and enacted 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,” and have specified an environmental action agenda made up of 7 provisions, including “We shall promote the reduction of environmental burdens considering not only the environment but also biodiversity, for all business activities.”

In accordance with the Basic Policy on the Environment, we have drafted new versions of the “Yakult Environmental Action Plan” at three-year intervals since fiscal 2001, and all the Yakult Group’s business units have been moving ahead with measures to reduce the Group’s environmental impact. In addition, Yakult Sustainable Ecology 2020 was drafted to set a long-term environmental vision. It describes the future vision of Yakult with 3 elements, including the realization of a low-carbon society, and emphasizes coexistence with stakeholders and the development of a sustainable society.

Concretely, we participated in Green Wave 2012, a global campaign for planting trees on the International Day for Biological Diversity on May 22, which is promoted by the United Nations, and planted trees at 18 sites.

In addition, Yakult Honsha supports the activities of the C.W. Nicol Afan Woodland Trust to restore forests replete with biodiversity in Shinano Town, Nagano Prefecture, assists it as an official sponsor, and conducts forest preservation activities in cooperation with the foundation, Nagano Prefecture, and Shinano Town.

Provision of health-related information

Delivering good health along with knowledge unique to Yakult

Yakult, which aims to contribute to the health and happiness of people around the world, strives to provide health-related information and disseminate accurate knowledge.

We provide a variety of information through the health information magazine *Healthist* (launched in 1976), our website, videos and publications for popularizing and explaining probiotics, and a video library regarding health.



Health information magazine *Healthist*

CSR Corporate Social Responsibility

Promotion of science and technology

Advancing research on intestinal flora

In 1992, we established the Yakult Bioscience Research Foundation (now a public interest incorporated foundation) for actively promoting and supporting the research on the relationships between intestinal flora and human health. Its activities consist of intestinal flora research and support for international research exchanges, and it also holds 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 Symposium

Relations with local communities

Contributing to a healthy community with sincerity

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. A voluntary action of a single Yakult Lady led to this activity, inspiring retailers, local social workers, and even municipalities, and now this activity has spread nationwide. At the request of about 140 municipalities, about 3,400 Yakult Ladies visit the homes of over 46,000 elderly people. Yakult Ladies, who deliver products on a daily basis in their sales areas, help improve the safety and security in the community, by looking after seniors, conducting crime watches, and carrying out other activities in cooperation with local governments and the police.

In 2008, the Yakult Group started dispatching lecturers to elementary schools, to give lectures on the topic of "going to bed early, getting up early, eating breakfast, and emptying bowels in the morning" as part of food and nutrition education. The employees of Yakult Honsha and Yakult marketing companies serve as the lecturers, to explain the importance of the intestines, which



absorb nutrients, the intestinal condition based on the stool state, and the functions of lactobacilli inside the intestines, by using models and picture cards.



Lecture by a dispatched employee

Promotion of sports and culture

Conveying the attractiveness of sports and arts and culture to many people

The Yakult Group conducts activities for conveying the enjoyment found in sports and the splendor found in arts and culture.

As for sports our professional baseball team, the Tokyo Yakult Swallows, entertains fans during the season and holds baseball clinics for primary and junior high school aged children during the off-season. In addition, the NPO Tsubame Sports Promotion Association holds baseball clinics led by former members of the Swallows. the Athletics Club participates in long-distance relay races, marathons, and other events, while the rugby club was promoted to the Top East Division 1 League in the 2012 season, and took 6th place. Through activities such as these, Yakult Group employees are becoming increasingly involved in the promotion of sports. In addition, we make efforts to popularize lifelong sports by promoting bound tennis, which originated in Japan. In 2005, we became an official FINA partner, and sponsor the FINA World Championships and FINA World Swimming Championships (25 m). Since 2006, we have co-sponsored competitions and other events as an official partner of the Japanese national synchronized swimming team.

As for culture, we promote the arts by operating Yakult Hall, where concerts and other events are held.



Tokyo Yakult Swallows baseball clinic



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



Yakult Hall

History

■ 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.

1930s

- 1930 ■ Dr. Minoru Shirota succeeds in strengthening and culturing lactic acid bacteria, useful for maintaining health (*Lactobacillus 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 ■ Research institute is established in Kunitachi, Tokyo (later known as Yakult Central Institute for Microbiological Research).
- 1968 ■ The company takes over the management of the Sankei Atoms baseball team (now the Tokyo Yakult Swallows).
- Yakult is introduced to the market in a new plastic container.

1970s

- 1970 ● *Joie* fermented milk is introduced to the market.
- 1971 ■ The company begins the full-scale sale of cosmetics.
- 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.
- 1978 ● *Mil-Mil* fermented milk—developed through the direct culture of bifidobacteria—is introduced to the market.
- 1979 ● *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.

1990s

- 1992 ■ Yakult Bioscience Research Foundation is established.
- 1994 ● 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 ● *Parabio Series* premium-quality skincare product line is introduced to the market.
- 1997 ■ The company receives the Minister for Agriculture, Forestry, and Fisheries Award (in the Consumer Division) at the Excellent Corporations of Food Industry Awards.
- 1998 ● *Yakult* is approved by the Ministry of Health and Welfare for labeling as Foods for Specified Health Uses.
- *Bansoreicha* is introduced to the market.
- 1999 ● *Yakult 400* fermented milk drink is introduced to the market.

2000s

- 2003 ● *Campto Injection* wins the Chairman's Prize from Japan Institute of Invention and Innovation.
- 2004 ■ Entered into a strategic alliance with Groupe Danone.
- 2005 ■ Research center is established in Europe (Belgium).
- Oxaliplatin, a cancer chemotherapeutic agent for the treatment of advanced colorectal cancer, is approved under the name of *Elplat*.
- 2006 ■ The name of Yakult's brand of cosmetics is changed to Yakult Beautiens.
- Our new corporate slogan is decided: In order for people to be healthy, everything around them must also be healthy.
- 2008 ● Yakult receives a 2008 Good Design Long Life Design Award (G-Mark).

2010s

- 2010 ■ Average global sales of dairy products surpass 30 million bottles per day.
- Fermented milk drinks are recognized as a Codex international food standard.
- 2011 ● The three-dimensional trademark for *Yakult* containers is recognized.
- *Campto* wins the Science Award from the Japanese Cancer Association.
- 2012 ■ Yakult launches Yakult Space Discovery Project.
- 2013 ■ *Lactobacillus casei* strain Shirota obtains GRAS Certification from the US FDA (Food and Drug Administration).
- Yakult and Danone terminate strategic alliance agreement and sign a memorandum of cooperation.

1960s



Yakult (Glass bottle)

1968



Yakult (Plastic container)

1970



Joie

1978



Mil-Mil

1979



Yakult Seichoyaku

1980



Toughman

1994



Campto Injection

1995



Parabio Series

1998



Bansoreicha

1999



Yakult 400

2005



Elplat

Profile



Overview of Yakult Honsha

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:	2,978 <small>including 467 employees temporarily assigned to other companies and contract employees (282 employees temporarily assigned and 159 contract employees) (as of March 31, 2013)</small>
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.
Yakult Management Service Co., Ltd.		

Business Performance

●Consolidated/ Net Sales and Income	March 2009 ▼	March 2010 ▼	March 2011 ▼	March 2012 ▼	March 2013 ▼
Net Sales	293,490	290,678	305,944	312,552	319,193
Net Income	11,324	13,248	13,168	13,291	16,379
●Non-Consolidated/Net Sales and Income					
Net Sales	170,893	166,006	176,143	175,220	174,888
Net Income	-1,434	2,214	4,313	5,037	10,634
●Non-Consolidated/Sales by Product					
Dairy products	75,500	76,292	78,671	76,746	79,074
Juices and soft drinks	38,664	35,994	37,132	37,176	35,686
Cosmetics	6,709	6,499	6,314	6,452	6,393
Pharmaceuticals	35,235	35,079	38,878	39,373	37,072
Others	14,783	12,141	15,146	15,472	16,661
Total	170,893	166,006	176,143	175,220	174,888

(Unit: million yen)

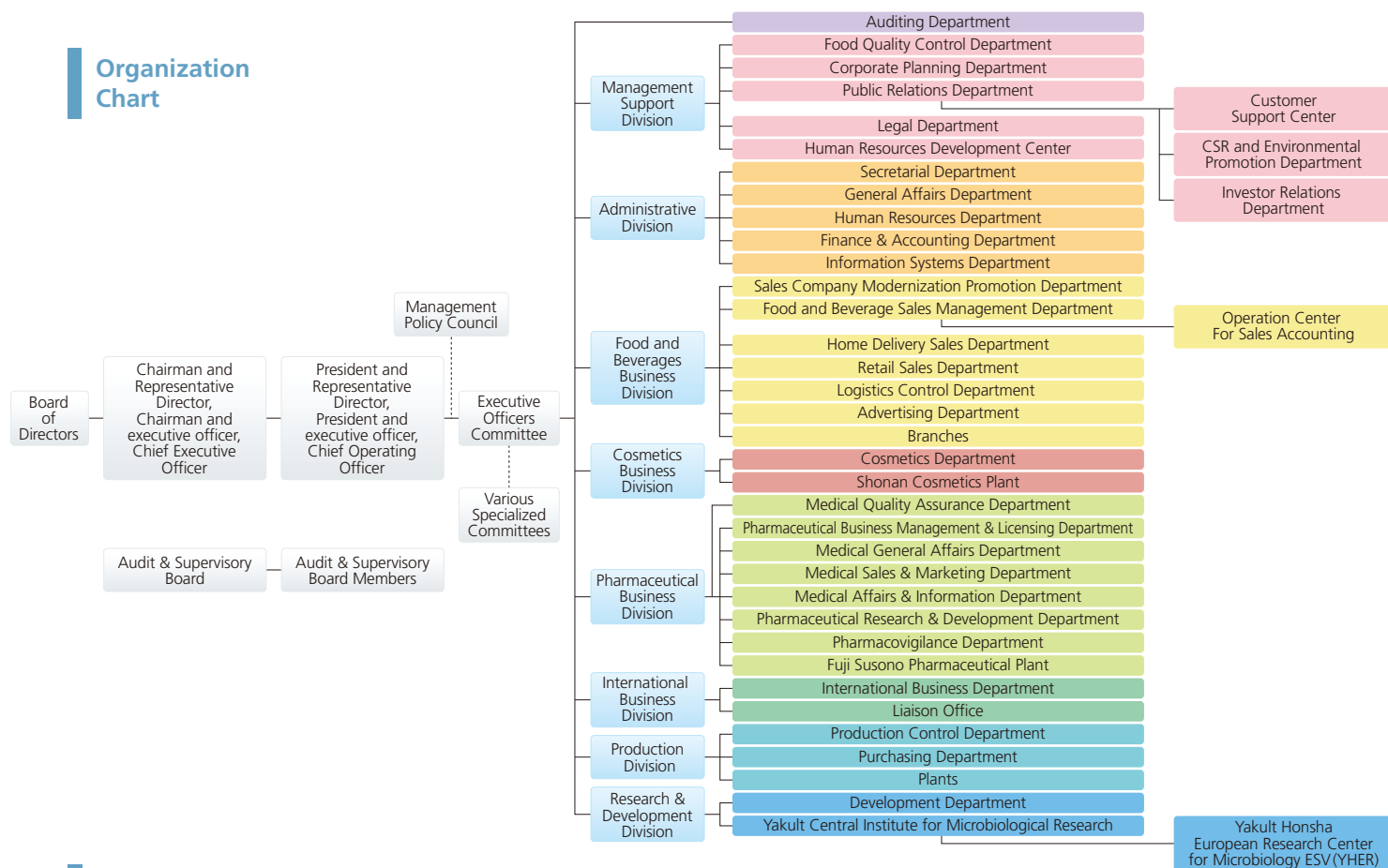
Branches

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

Research & Development Institute

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



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

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

Audit & Supervisory Board Members

Akinori Abe

Hiroshi Yamakami

Akihiko Okudaira

Ryohei Sumiya

Seijuro Tanigawa

Setsuko Kobayashi

Koichi Yoshida

(as of June 25, 2013)

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

Fumiyasu Ishikawa

Masaki Tanaka

Masanori Ito

Executive Officers

Susumu Hirano

Akifumi Doi

Tetsuya Hayashida

Kunio Kado

Koichi Hirano

Masanobu Nanno

Richard Hall

Masao Imada

(as of June 25, 2013)

Honsha Plants

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

TEL: 024-546-8960

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

TEL: 0280-84-2121

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

TEL: 0466-25-8960

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

TEL: 055-997-3311

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

TEL: 055-997-4417

Hyogo Miki Plant: 1838-266 Aza Nakao, Toda, Shijimi-cho, Miki-shi, Hyogo 673-0514

TEL: 0794-89-8960

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

TEL: 0952-52-8960

Network

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

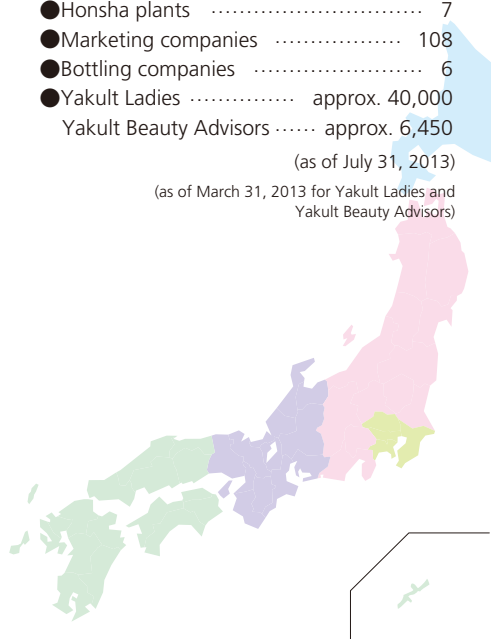
- Yakult Ladies approx. 41,800
 - Employees approx. 15,700
- (as of April 31, 2013)



Domestic

Domestic Operations

- Head Office 1
 - Branches 5
 - Research institute 1
 - Honsha plants 7
 - Marketing companies 108
 - Bottling companies 6
 - Yakult Ladies approx. 40,000
 - Yakult Beauty Advisors approx. 6,450
- (as of July 31, 2013)
(as of March 31, 2013 for Yakult Ladies and Yakult Beauty Advisors)



Hokkaido Block

Yakult Ladies	2,300
Yakult Beauty Advisors	1,160

Honsha Organization

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.

*The following marketing company is generalized.

● Yakult Wakkanai Sales Co., Ltd.
Yakult Marketing Hokkaido Co., Ltd.

East Japan Block

Yakult Ladies	9,700
Yakult Beauty Advisors	860

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 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 Co., Ltd. ●●●

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.



- 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 Tianjin Yakult Co., Ltd.
- ⑰ Yakult S/A Ind. E Com. (Brazil) ● ●
- ⑱ Yakult S.A. De C.V. (Mexico) ● ●
- ⑲ Yakult U.S.A. Inc.
- ⑳ Yakult Europe B.V. ● ● ●
- ㉑ Yakult Nederland B.V.
- ㉒ Yakult Belgium S.A./N.V.
- ㉓ Yakult UK Ltd. (Ireland Branch) ● ●
- ㉔ Yakult Deutschland GmbH
- ㉕ Yakult Oesterreich GmbH
- ㉖ 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, Belize, Malta and Switzerland

Metropolitan Block

Yakult Ladies 8,500
Yakult Beauty Advisors 880

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 10,000
Yakult Beauty Advisors 1,360

Honsha Organization

Central Japan Branch
Hyogo Miki Plant

Marketing companies (19)

Yakult Tokai Co., Ltd.
*The following four marketing companies (Nagoya, Aichi Chuo, Mie, and Gifu) are generalized.
● Yakult Nagoya Sales Co., Ltd.
● Yakult Aichi Chuo Sales Co., Ltd.
● Yakult Mie Sales Co., Ltd.
● Yakult Gifu 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. ● ●
Yakult Suita Sales Co., Ltd.
Yakult Sennari Sales Co., Ltd.
Yakult Sakai Sales Co., Ltd.
Yakult Osaka Tobu Sales Co., Ltd.
Yakult Minami Osaka Sales Co., Ltd.
Yakult Nara Sales Co., Ltd.
Yakult Wakayama Sales Co., Ltd.
Yakult Kobe Sales Co., Ltd.
Yakult Hyogo Sales Co., Ltd. ●

Yakult Himeji Sales Co., Ltd.
Yakult Awaji Sales Co., Ltd.

Bottling companies (3)

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

West Japan Block

Yakult Ladies 9,500
Yakult Beauty Advisors 2,190

Honsha Organization

West Japan Branch
Saga Plant ● ● ●

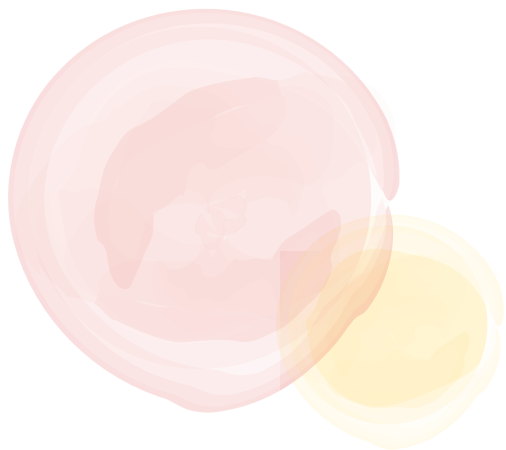
Marketing companies (31)

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

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

Bottling companies (1)

Yakult Fukuoka Plant Co., Ltd. ● ● ●



Yakult

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



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