

Yakult

COMPANY PROFILE
2014-2015

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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Everything is for health.

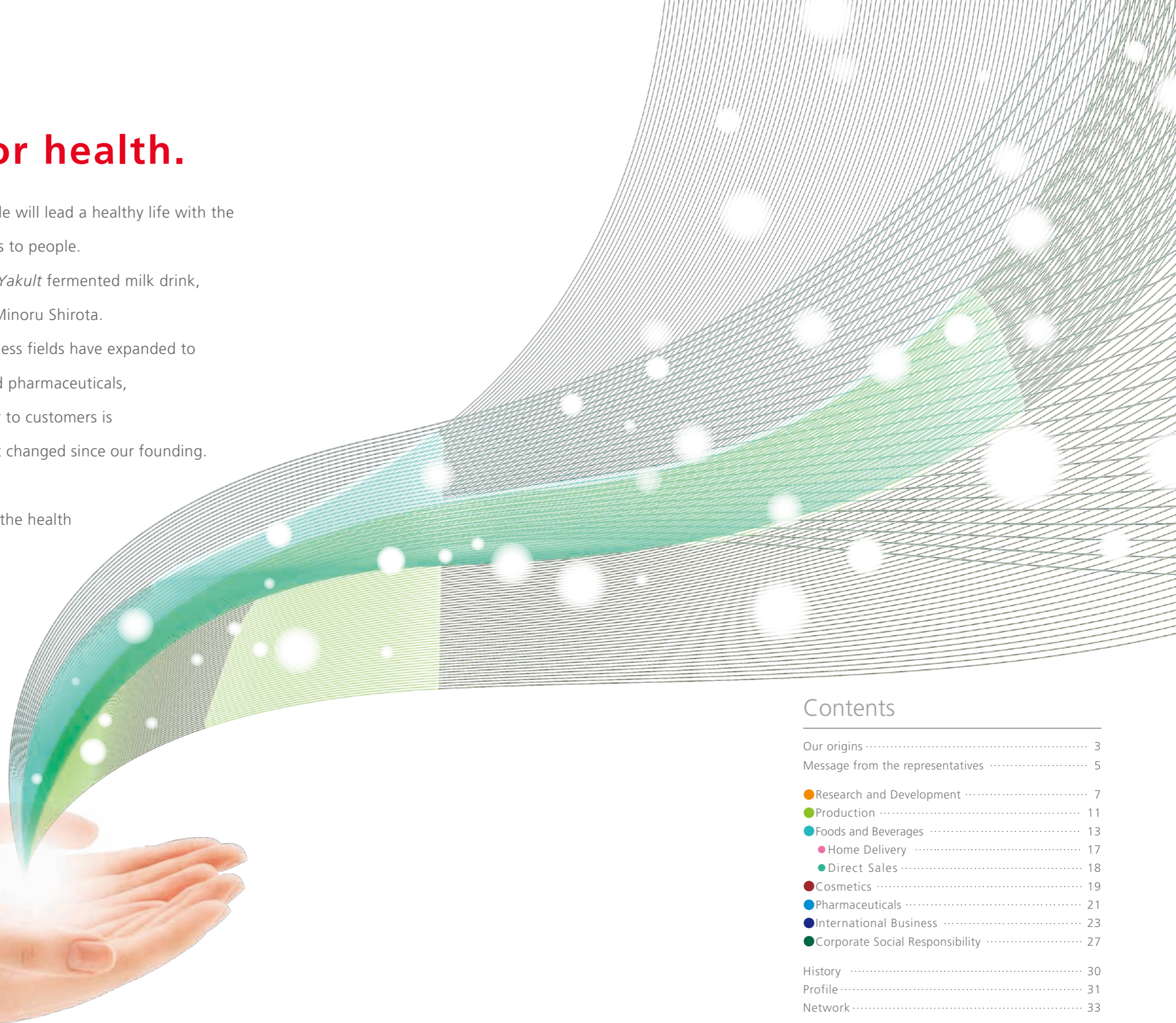
It is our hope that as many people as possible will lead a healthy life with the power of microorganisms that bring benefits to people.

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.



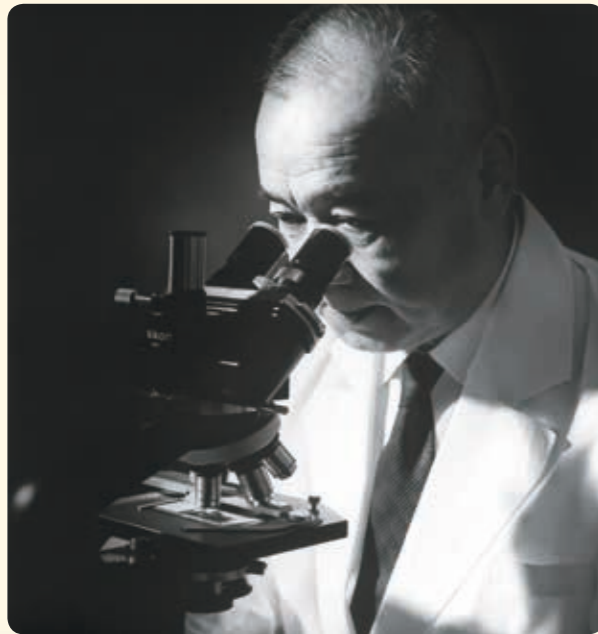
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Our origins

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

- 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.

Disturbed 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.



Preventive medicine

Emphasis should be placed on preventing illness, rather than on treating illness once it develops.

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.

A price anyone can afford

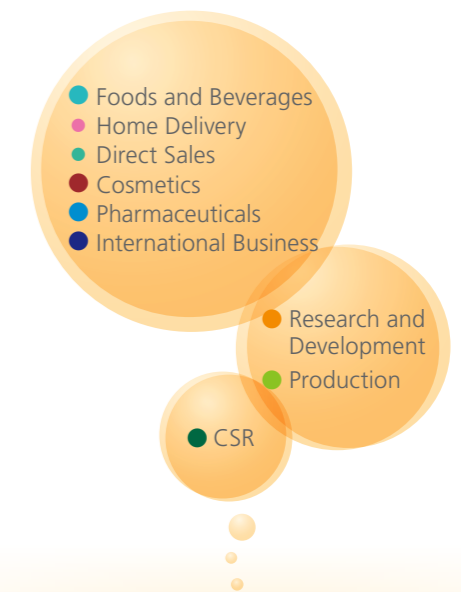
The goal of providing as many people as possible with easy access to *Lactobacillus casei* strain Shirota, which protects the intestines.

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.



Corporate philosophy of Yakult

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.

Aiming for the stars in microorganism research and life science

Yakult and the Japan Aerospace Exploration Agency (JAXA) have agreed to begin joint research on the International Space Station (ISS) beginning April 2014. The key objective of this project is to investigate scientifically the effects on immune function and the intestinal environment of the continuous intake of probiotics* (*L. casei* strain Shirota) on astronauts during long stays on the ISS. Yakult ultimately hopes that these efforts will help maintain the health of astronauts in future space-exploration plans, as well as lead to research on how the effects of probiotics change in the environment of space. Through this joint research, Yakult is contributing to the development of future-oriented life science as well as the improvement of human health through further advancements in probiotics research.

* See Explanation of Terms, p. 7



International Space Station (ISS)

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

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.

2013 marked the 50th year of home delivery by Yakult Ladies, which was launched throughout Japan 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 has also launched the Space Discovery Project to contribute to the health of humanity in the coming age of space discovery, and is aiming to make research conducted on the International Space Station a realization. Our dream is to contribute to the health and peace of people around the world, and we are spreading that dream into space.

In 2015, Yakult will celebrate the 80th anniversary of its founding. Drawing on the fruits of our labors over those many decades, we are determined to contribute to the health and happiness of people around the world, tackling new challenges while preserving Shirota-ism, the very core of our operations.



Sumiya Hori

Sumiya Hori
Chairman and
Representative Director (CEO)



Takashige Negishi

Takashige Negishi
President and
Representative Director (COO)

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.

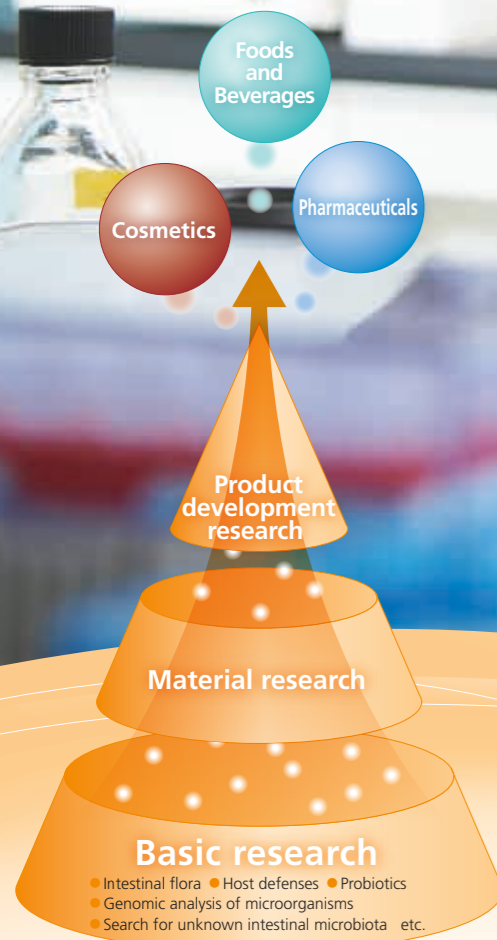


Research and Development

Pursuing the very big potential hiding in very small microorganisms

Yakult is accumulating a vast store of knowledge on the profound world of microorganisms.

Working in a state-of-the-art environment with leading-edge equipment, Yakult is discovering the "seeds" of new ingredients founded on exclusive basic research. Our efforts are bearing fruit in the fields of foods and beverages, cosmetics, and pharmaceuticals.



Yakult's research and development activities

***Explanation of Terms** **Probiotics**

Microorganisms that benefit people by improving the balance of intestinal microbiota



Functional verification of food ingredients

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

The Yakult Central Institute is the nerve center of Yakult's R&D operations. As a leading-edge research facility in the field of probiotics*, the Institute conducts research on beneficial microorganisms that can support and improve human health and aid in recovery, with a focus on research on intestinal microbiota that is grounded in the principles of preventive medicine and a healthy intestinal tract leads to a long life.

The fruits of this research lead to the development of ingredients for foods, cosmetics and pharmaceuticals. In the field of foods, the Institute conducts R&D for the benefit of human health, drawing on the extraordinary powers of microorganisms. In cosmetics, the Institute develops highly safe, effective ingredients based on dermatology, while in pharmaceuticals, the Institute is engaged in research to develop anticancer drugs and drugs related to cancer treatment.

Expansion and Outfitting of Research Facilities

Aiming to accelerate research and strengthen development capabilities

To further improve its facilities and research environment, in 2010 the Institute established the Food Research Building on its premises. The new building enables Yakult to conduct seamlessly integrated research and development from food ingredients to product development. A further four research buildings (Research Management Building, Pharmaceutical and Cosmetic Research Building, Quality and Technology Development Building and Basic Research Building) are slated for completion in 2015. The new buildings will be outfitted with the latest equipment and research systems, and an international conference hall, where research results can be announced to an international audience, will also be incorporated.



Yakult Central Institute

Overseas Research Facilities

Investigating the benefits of probiotics in Europe

The focus of research efforts at the Yakult Honsha European Research Center for Microbiology, ESV (YHER) is to determine what kind of action probiotics have on the health maintenance of people in Europe. By accumulating this data, Yakult aims to establish a research base that can deploy operations worldwide, extending from Europe to the Americas and Asia.



Yakult Honsha European Research Center for Microbiology, ESV (YHER) Research institute located in Technologiepark in Ghent, Belgium
*YHER is located on the first floor of this building.



Research on Lactic Acid Bacteria

Effectiveness in reducing the risk of cancer and the development of infectious disease confirmed

Years of research have shown that lactic acid bacteria are beneficial in many ways. The probiotic *L. casei* strain Shirota is a case in point. Intake of this strain has been demonstrated to regulate immunity in the body, such as maintenance and restoration of NK activity*, which plays a vital role in immunity. *L. casei* strain Shirota is also known to reduce the risk of cancer, by ridding the body of harmful mutagens and other actions. Reductions in the risk of bladder, colon and breast cancer, among others, have been verified. *L. casei* strain Shirota is also known to be effective in mitigating the symptoms and reducing the incidence of infectious diseases, such as infectious gastroenteritis caused by acute infantile diarrhea and norovirus infection.

Research on Intestinal Microbiota

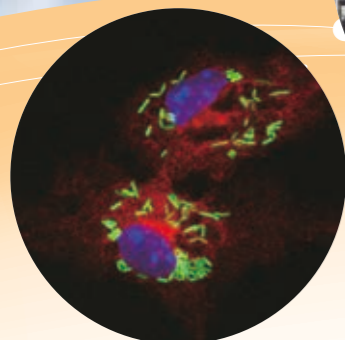
Elucidation of the true state of intestinal microbiota

The Institute was the first in the world to demonstrate that the bifidobacteria present in the intestines of newborns are transmitted from the mother. The Institute also demonstrated that segmented filamentous bacteria (SFB), which are intestinal bacteria present in a wide range of mammals, are involved in the induction of Th17 cells, a type of T cell that plays a central role in the immune system.

Yakult also developed YIF-SCAN, a system that enables highly efficient analysis of intestinal flora*. Based on genetic sequences unique to each species of intestinal microbiota, YIF-SCAN selectively quantifies the bacteria, enabling rapid, highly sensitive analysis of a wide range of bacteria, from highly populous bacteria to those relatively few in number.



Intestinal Flora Analysis System-"YIF-SCAN"
*YIF-SCAN is a registered trademark.



Macrophages ingesting *Lactobacillus casei* strain Shirota (green)

*Explanation of Terms

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.

Accomplishments Being Utilized

Probiotics on the front lines of medicine

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 intestines. Synbiotic therapy has been confirmed to inhibit postoperative infections and is attracting attention as an alternative 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.

Efforts of the Development Division

Linking accomplishments in basic research and commercialization research to product development

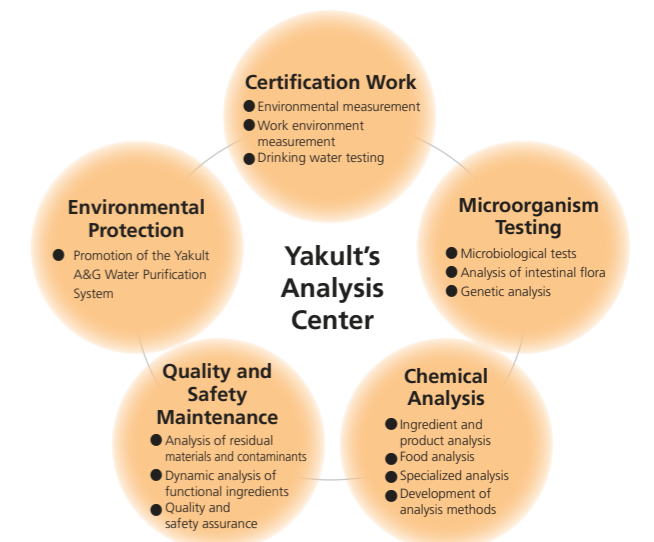
Our development division develops products by utilizing new food ingredients whose safety has been confirmed after basic and commercialization research. We also conduct technological development tests for actual manufacturing in the aim of establishing efficient, stable manufacturing technologies and conduct research for assuring product quality.

The containers used for products are developed by ourselves. The quality of these containers has been highly regarded in various sectors. Our redesigned container for *Joie* fermented milk earned the *Japan Star Award*, the highest award of the Japan Packaging Contest. Similarly, the container for *Nyusankin Soy α* and the package for *Parabio ac cream saj* have captured awards both in Japan and around the world.

Efforts by the Analysis Center

Contributing to environmental improvement by utilizing technology developed over many years

The Yakult Central Institute's Analysis Center 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, with the aim of contributing to environmental improvement, Yakult is promoting the use of the Yakult A&G Water Purification System, a water purification system using *Yakult* containers.



■ 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

Intestinal Flora

The complex microbial ecosystem composed of the microbes that inhabit the human intestines (intestinal microbiota). A typical human intestinal tract harbors hundreds of species of bacteria, numbering some 100 trillion individual organisms.

Prebiotics

Food ingredients that satisfy each of the following conditions:

- 1) They are not broken down and absorbed in the upper digestive tract.
- 2) They serve as a source of nutrition for beneficial bacteria living symbiotically in the large intestine, promoting their proliferation.
- 3) They improve and maintain a healthy balance in the composition of intestinal flora in the large intestine.
- 4) They play a role in improving and maintaining human health. Some oligosaccharides and dietary fiber are known to be prebiotics.

Production

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 plants. 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 under stringent quality and hygiene control, with emphasis on preserving the health of the surrounding environment

Yakult manufactures products in an integrated production system that includes everything from ingredient preparation, cultivation, and blending to container molding, filling, packaging, and shipping. Yakult has established its own stringent quality control standards and rigorously enforces them. We also fully consider the health of the environment surrounding our production sites. By recycling plant waste, and introducing a water purification system that uses *Yakult* containers, Yakult is taking continuous and concerted action to protect the environment.

To deepen understanding of these measures and ensure that people can consume its products with peace of mind, Yakult actively conducts tours of its plants throughout Japan for customers.



Yakult produces its dairy products using unique quality control standards that integrate both HACCP and ISO 9001, pursuing the highest levels of product quality.

Cosmetics

Visual inspections by plant 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 control while putting importance on visual inspections and adjustments by plant workers, and ship only the products whose quality and safety have been confirmed. In the Beautiens Salon, 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 *Eplat*, 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 pharmaceuticals and other products) in Japan, the U.S., and Europe, and engages in the production of safe, high-quality pharmaceutical products.

For Highly Reliable Production and Protection of the Environment

In Japan, Yakult operates 11 dairy product plants (Yakult Honsha plants: 5; bottling plants: 6), one cosmetics plant and one pharmaceutical plant (as of July 2014). Each plant has acquired the certification or introduced the system listed on the right, and is working hard to improve product quality and produce products in an environmentally-friendly manner.

- ISO 9001: International product quality management system certification.
- ISO 14001: International certification for systems aimed at continuous improvement in environmental performance.
- HACCP: Stands for Hazard Analysis Critical Control Point and is an 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.

*Explanation of Terms

Fermented lactic acid bacteria extract

This original skincare ingredient from Yakult is obtained by fermenting ingredients using lactic acid bacteria. This extract moisturizes and maintains the skin's mild acidity.

High molecular weight hyaluronic acid

This original hyaluronic acid from Yakult is an extract from lactic acid bacteria with powerful moisturizing action. Its high molecular weight and purity enable it to capture significant volumes of moisture.

Oncology

A branch of medicine that deals with tumors

Foods and Beverages

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 benefits.

Yakult delivers good health to customers from these two product perspectives.

Dairy products



Offering Customers a Wide Range of Dairy Products with Proprietary Probiotics



Based on the principles of preventive medicine and a healthy intestinal tract leads to a long life, Yakult offers customers fermented milk drinks and fermented milks that were developed using Yakult's unique portfolio of probiotics, including *Lactobacillus casei* strain Shirota and *Bifidobacterium breve* strain Yakult.

The concept of probiotics, or the use of microorganisms that have beneficial actions in the intestines to maintain and improve health, has gained widespread acceptance around the world in recent years. Yakult has long embodied this approach through its pursuit of "preventive medicine" and "a healthy intestinal tract leads to a long life." Going forward, Yakult will continue to explore the possibilities of probiotics. Broadening our focus from the intestines to the entire body, we will continue to contribute to the health and happiness of our customers.



Products Containing *Lactobacillus casei* strain Shirota

Reaches the intestines alive to improve the intestinal environment

L. casei strain Shirota reaches the intestines alive and works to improve the intestinal environment. Yakult provides a wide range of products that enable customers to consume *L. casei* strain Shirota continuously and conveniently. The most well-known product line is the *Yakult* series. Each product in this series has clearly defined properties and functions, to respond to a wide range of health needs. The *Joie* Series offers protein and calcium, in addition to *L. casei* strain Shirota.



Products Containing *Bifidobacterium breve* strain Yakult

Works in the large intestine to maintain intestinal health

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. Leveraging the action of *Bifidobacterium breve* strain Yakult, the *Mil-Mil* Series provides a convenient way to replenish bifidobacteria depleted through aging and stress. The *Mil-Mil* Series of yogurt drinks are a favorite of many.

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

Promotion of Healthier Intestinal Activity and Improvement of Stool 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

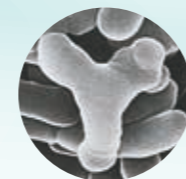
Lactic and acetic acids produced by *Lactobacillus casei* strain Shirota and *Bifidobacterium breve* strain Yakult prevent harmful bacteria from multiplying.

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)

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

Many of Yakult's products are labeled as "Food for Specified Health Uses" or "Food with Nutrient Function Claims." Food for Specified Health Uses 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.



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 Gold
High-value-added Yakult incorporating glucosamine, royal jelly and calcium.



Yakult Ace
Contains 30 billion *L. casei* strain Shirota per bottle (80ml), as well as minerals (iron and calcium) and vitamins C and D.



Mitsuboshi Factory
Yakult Fruity
New cassis flavor.

Fermented milk



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

Fermented soymilk



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



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



Joie (Yogurt cup)
The appeal of Joie in a spoonable yogurt version.



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



Sofuhl Genki Yogurt
Yogurt with both great taste and functionality.

*Not including certain limited-time-only Joie products.



BF-1
Fermented milk drink that is gentle on the stomach.



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

Functional beverages and foods

Supporting Modern People's Health with Functional Drinks and Foods



In drinks and foods other than dairy products, Yakult applies the same principles of preventive medicine to develop a steady stream of functional drink and food products. These products respond to health concerns typical of modern consumers, such as lifestyle diseases and vegetable-poor diets. Today Yakult offers an incredible lineup of highly functional products. These include the *Toughman* Series of nutritional drinks; the *Bansoreicha* Series of teas with guava-leaf polyphenols that suppress sugar absorption; and the *Milouge* Series, which combines function with delicious taste.

Yakult will continue to develop and furnish customers with products that offer health effects from every angle. We are proud to offer functional foods and drinks that closely match the needs of today's people.

Lineup of functional beverages and foods



Bansoreicha Series
Suppresses the absorption of sugar. For those who are concerned about blood sugar levels.



Milouge Series
Lactic beverages developed in pursuit of functionality and great taste.



Kurozu Drink
A genuine vinegar drink containing galacto-oligosaccharides.



Toughman Series
Contains Korean ginseng. A nutritional drink staple.



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
Delicious ways of taking ingredients that play a role in solving health issues.



Mainichi Ureshii Kale no Aojiru
Contains β-carotene, calcium, and iron.

Home Delivery



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.



Home Delivery Activities

From within a relationship of trust, Yakult Ladies explain the value of lactic acid bacteria and contribute to people's health

Yakult Ladies visit customers with a smile and deliver products with sincerity. Home delivery by Yakult Ladies began in 1963 with the introduction of the Yakult Lady System, a distribution method unique to Yakult. Based at 2,500 "centers" (sales offices) across Japan, some 39,000 Yakult Ladies are active nationwide (as of March 31, 2014), building on strong roots in their respective communities.

Based on assured relationships of trust, Yakult Ladies help customers understand the value of lactic acid bacteria, ensuring their continued enjoyment of the products they deliver. In this way they help contribute to the health of the customers in their respective regions.



Activities of Yakult Ladies

To be trusted by customers as a local health advisor

Yakult Ladies deliver not only products but health information as well, aiming to earn the trust of customers as their "local health advisors." To this end, the Yakult Ladies participate in training programs provided by staff of the Yakult Central Institute and continually improve their knowledge by reading company newsletters, magazines, and training materials.

Yakult conducts painstaking quality control. We also make clever use of cooling materials, such as cooler boxes designed for easy temperature management. In these and other ways, Yakult works hard to provide customers with products they can use with peace of mind.



Direct Sales



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.



Direct Sales Activities

Stores, vending machines, and meal services – Delivering products through a wide range of channels



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. Yakult also commits resources to sales through vending machines. These machines provide a lineup of products that only Yakult can offer, including juices, dairy products, and other beverages.

To have people in every age group to use its products, from young children to the elderly, Yakult provides products to schools as well as medical and nursing-care facilities.



Building the Customer Base

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



To ensure that customers continue to understand the unique benefits of Yakult and enjoy our products, Yakult field staff* offer proposals for the creation of sales spaces at stores and provide a wide range of information. Promotional staff* 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.

*Explanation of Terms Field staff

Staff who visit stores and offer proposals on introducing products and promoting sales

Promotional staff

Staff who promote sales through sampling activities, based on assured knowledge of Yakult products and health matters

Cosmetics

Putting the power of lactobacilli to work for the skin

Through its investigations of the action of lactic acid bacteria, Yakult has developed unique moisturizing ingredients that promote healthy skin. Yakult proudly delivers cosmetics incorporating these high-quality ingredients under the Yakult Beautiens brand. We will continue working to protect the health of the skin, body, and mind, and discover new powers of lactic acid bacteria.

The Founding Principles of Yakult's Cosmetics Business
"Internal and external beauty"
and "Intestinal health is a direct factor in producing beautiful, healthy skin"

Regulate the conditions of the intestinal tract and the inside of the body with Yakult fermented milk drinks

Protect the health of the skin and the outside of the body with Yakult cosmetics

***Explanation of Terms** Fermented lactic acid bacteria extract

This original skincare ingredient from Yakult is obtained by fermenting ingredients using lactic acid bacteria. This extract moisturizes and maintains the skin's mild acidity.

High molecular weight hyaluronic acid

This original hyaluronic acid from Yakult is an extract from lactic acid bacteria with powerful moisturizing action. Its high molecular weight and purity enable it to capture significant volumes of moisture.

Developing original moisturizing agents derived from lactic acid bacteria, and delivering in-house produced cosmetics to customers

Yakult's involvement in cosmetics began when the Company's founder, medical doctor Minoru Shirota, turned his attention to the action of lactic acid bacteria in protecting the skin and mucous membranes. Guided by the insight that "lactic acid bacteria beneficial to the (inner) body are beneficial to the skin as well," Shirota immersed himself in research. In 1955, Shirota developed a fermented lactic acid bacteria extract** for skincare. Later, Yakult developed other original ingredients derived from lactic acid bacteria, including high molecular weight hyaluronic acid** and a fermented bifidobacteria extract (soybean)**. Yakult has also developed lamellar particles**, focusing on the structure of the skin. Through efforts such as these, Yakult continues to investigate tirelessly the properties of lactic acid bacteria and the skin.

These cosmetics are unique in that they are developed by Yakult and produced at Yakult plants. To ensure that customers understand the value of our cosmetics and choose items best suited to their skin condition, the cosmetics are delivered by Yakult Beauty Advisors and Yakult Ladies, in the same way as our drinks.

*All moisturizing ingredients

Yakult Beauty Advisor Activities

Along with our products, Yakult Beauty Advisors deliver careful counseling and a sincere commitment to beauty

Yakult Beauty Advisors are beauty professionals who deliver Yakult cosmetics to customers and help support the health of their skin. After listening carefully and fully to understand customers' skin conditions and concerns, Yakult Beauty Advisors propose cosmetics and offer beauty advice that meets their needs. Yakult Beauty Advisors also provide facial treatments at some 500 beauty salons throughout Japan.



Leading Series from Yakult Beautiens



Lactdew Series

Moisturizing skin using the power of lactic acid bacteria

This series enables even first-time users of Yakult cosmetics to experience the moisturizing power derived from lactic acid bacteria. Customers can choose from the fresh, mild sensation of a lotion or the powerful skin moisturizing action of a hyaluron gel.



Revey Series

For bringing out the skin's potential and maintaining its health

The Revey Series was born from a desire to support healthy, trouble-free skin. In addition to three original moisturizing agents derived from lactic acid bacteria, this Series contains moisturizing agents that aid in bringing out the skin's potential. The Series serves a range of needs, from basic care to special treatments.



Parabio Series

Moisturized skin through aging control

This Series is a favorite with our customers for its full-fledged aging control. Original moisturizing ingredients include lamellar particles for tighter pores, a healthier radiance, and greater elasticity.

Fermented bifidobacteria extract (from soy)

High-quality soy (soy milk) is fermented using bifidobacteria to create an original ingredient with activated isoflavones. For fresh, firm skin.

Lamellar particles

Lamellar particles closely resemble the structure of the intercellular lipids in the keratinous layer of the skin. These particles give the skin tighter pores, a healthier radiance, and greater elasticity, and help keep the skin moist and healthy.

Pharmaceuticals

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 oncology*. We sell drugs that are leading treatment options for improving the outlook for cancer patients at many medical institutions inside and outside Japan, including the anticancer drug *Elplat I.V. Infusion* (Oxaliplatin), which has been approved as a firstline 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.

Yakult is committed to expanding its pharmaceutical business activities with a focus on cancer and related fields by developing new anticancer drugs and generic pharmaceuticals, and exploring new areas such as molecular-targeted drugs and antibody preparations. Yakult will continue to contribute to the health and happiness of people around the world from the aspect of therapeutic medicine.

***Explanation of Terms**

Oncology

A branch of medicine that deals with tumors

Adjuvant treatment

Treatment method where anticancer drugs are administered after surgery to prevent recurrence and aims to cure the cancer.



Yakult BL Seichoyaku



Campto



Elplat



Efforts in the Oncology Field

Yakult provides comprehensive support on the front lines of cancer treatment through the provision of anticancer drugs and related pharmaceuticals

Elplat and *Campto* are used on the front lines of cancer treatment as anticancer drugs critical to the treatment of colon cancer. As the provider of these two drugs, Yakult has earned a sterling reputation in Japan and worldwide for its achievements in the field of gastrointestinal cancers.

Elplat was synthesized in Japan in 1976 and subsequently developed in Europe. In Japan, Yakult handled the development, obtaining approval for import in March 2005 and launching sales in Japan in April of the same year. In 2009, its indications were expanded to include use as an adjuvant treatment* after surgery for colon cancer. In 2013, approval was obtained to expand the indications of *Elplat*, in combination with *Campto* and other drugs, to include the treatment of pancreatic cancer. Yakult is currently aiming to expand the indications of *Elplat* to include gastric cancer.

Yakult developed *Campto* as an original product in 1983. In Japan it is used widely as a treatment for colon, lung, ovarian, uterine, cervical, and gastric cancers, among others. Like *Elplat*, *Campto* was approved for use in the treatment of pancreatic cancer in combination with other drugs.

In addition, Yakult sells generic drugs, including *Cisplatin I.V. Infusion MARUKO*, *Opeprim*, *Fultamide Tablets 125KN*, and *Gemcitabine for I.V. Infusion Yakult*. Yakult also offers a range of drugs in fields associated with cancer, such as *Levofolinate for I.V. Infusion Yakult*, which reinforces the action of anticancer drugs; *Sinseron Tablets*, which alleviate nausea, vomiting and other symptoms that accompany the administration of anticancer drugs; and *Neu-up*, used to treat neutropenia induced by cancer chemotherapy.



Providing Information

Yakult provides a wide range of information, to spread the adoption of standard treatments that will lead to an improvement in the quality of medical care

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.

Some 180 Yakult medical representatives (MRs), possessing high levels of specialized knowledge, visit the front lines of medicine. These MRs not only introduce Yakult products but also disseminate information on various treatments. Our Customer Service and Product Inquiries Office, opened in 2009, responds to inquiries from medical professionals and patients alike. We also sponsor symposiums, where participants can gather the latest information on the status of standard treatments around the world.

For patients and their families, Yakult creates opportunities to acquire deeper knowledge about medical topics through easy-to-understand patient information pamphlets and websites. We also present public lectures, disseminating information on the current state of cancer treatment to a broad general audience.



Corporate booth at the annual meeting of the Japan Society of Clinical Oncology



Seminar organized by Yakult

International Business

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

Yakult began its overseas expansion in 1964, guided by founder Minoru Shirota's vision of "protecting the health of people around the world." Beginning with Yakult Taiwan Co., Ltd., Yakult soon expanded its network throughout Asia, Oceania, the Americas and Europe. Today Yakult conducts sales in 33 countries and regions including Japan, and operates 27 overseas business locations. Outside Japan, over 42,300 Yakult Ladies deliver products to customers, some 422,000 stores handle our products, and approximately 23.4 million Yakult dairy products are consumed per day. *As of December 2013. Number of Yakult dairy products consumed per day: Average for 2013

Going forward, Yakult will continue to work to convey the value of Yakult probiotic drinks to people around the world. We are steadily widening the ring of Yakult consumers, continually pursuing the achievement of our mission to contribute to the health and happiness of people around the world.



Value Dissemination Activities

Aiming to contribute to better health as a leader in probiotics

We believe that people worldwide have a common desire for good health. We also believe that preventive medicine and a healthy intestinal tract leads to a long life are ideas that resonate around the world.

Yakult aims to deepen people's understanding of *L. 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 have as many people as possible continue to regularly consume it. 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. We also actively gather evidence of the action of probiotics in supporting people's health, and provide health information according to the lifestyles and dietary habits of each country and region.



Local Production and Local Sales

Becoming a company that is loved and trusted irrespective of national borders

Yakult aims to be loved in the local community and to bring high-quality products to customers everywhere.

Yakult is proud of its local focus, creating production and sales environments and training personnel with strong roots in each community. This principle guides us as we establish plants and offices around the world. We also deploy our unique sales system of home delivery by Yakult Ladies to countries and regions worldwide.



Yakult U.S.A. California Plant



Tianjin Plant, China

Expanding our local production capabilities

To supply customers around the world with dairy products of the highest quality, Yakult is steadily expanding its local production capabilities.

Recent Moves

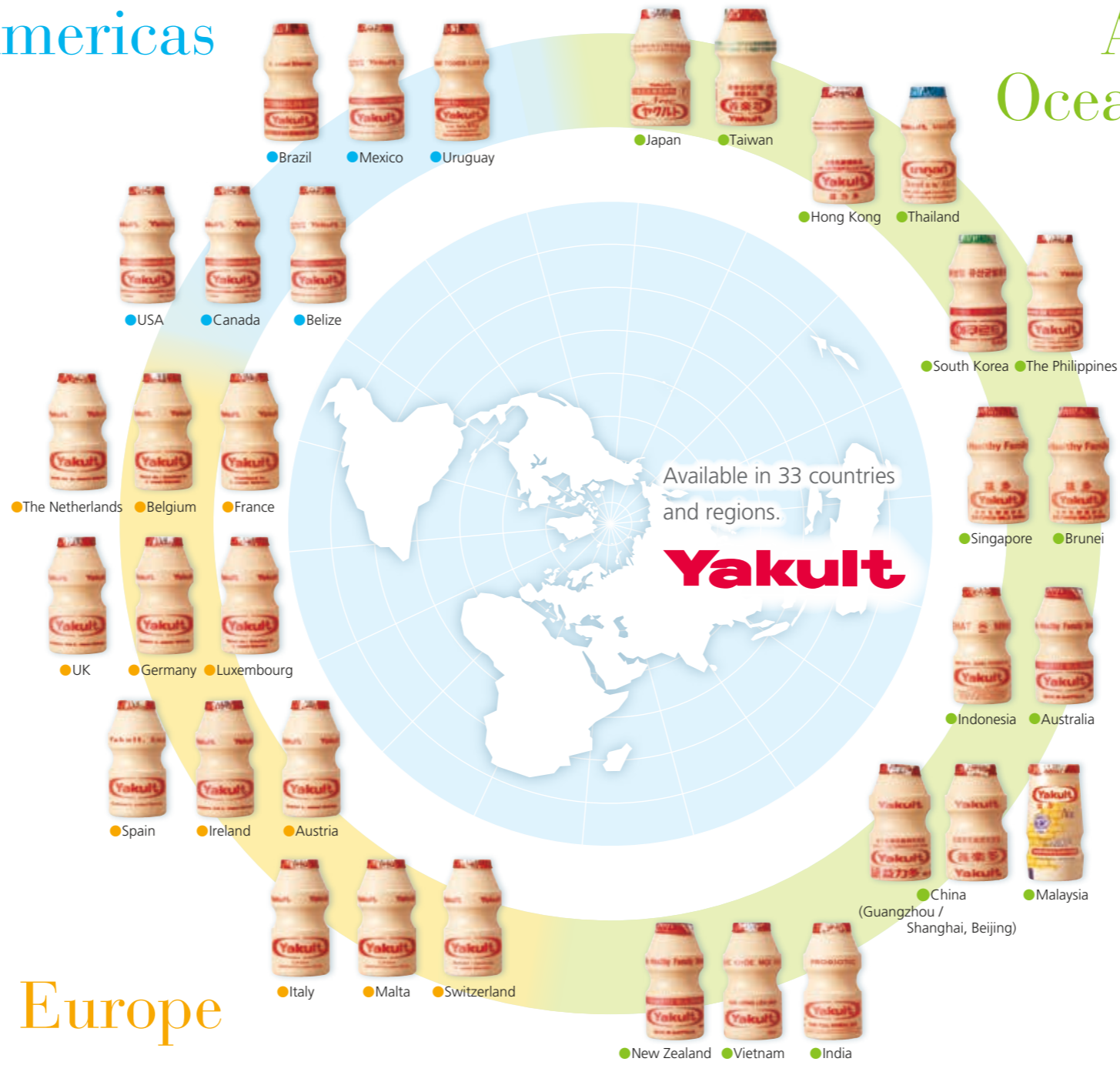
- July 2011: Production begins at Tianjin Plant in China.
- March 2013: Production begins at third production facility at Lorena Plant in Brazil.
- January 2014: Production begins at Mojokerto Plant in Indonesia.
- April 2014: Production begins at second plant in Guangzhou, China.
- May 2014: Production begins at the California Plant in the United States.
- June 2014: Production begins at second production facility at Tianjin Plant in China.

Yakult, a Global Brand That is Loved Worldwide

Under the slogan of "Propagate the message of Yakult, and spread the joy of health," Yakult is actively working to convey the value of probiotics to people around the world and advance the globalization of its operations.

Americas

Asia Oceania



The Americas



Brazil



Mexico



USA

Europe



The Netherlands



Belgium



UK



Ireland



Germany



Austria



Italy



Australia



New Zealand



Malaysia



Vietnam



India



China (Guangzhou)



China (Shanghai)



China (Beijing)

Asia Oceania



Taiwan



Hong Kong



Thailand



South Korea



The Philippines



Singapore



Indonesia

CSR



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."

Measures to Ensure Trust To Promote Transparent, Sound Corporate Management

Corporate Governance

The Yakult Group's basic approach to corporate governance is "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." Our aim is to enhance society's trust in us as a business and bolster the value of our brand, gaining the high regard of all stakeholders and developing in a sustainable manner.

We have taken a number of specific measures to improve our corporate governance functions still further. First, we have strengthened the decision-making and supervisory functions of the Board of Directors. Second, we have clarified the lines of responsibility in the execution of business matters. Finally, to raise the efficiency of each of these functions, Yakult has introduced a system of executive officers. To raise the efficiency of management activities and speed up decision-making processes, Yakult has established a Management Policy Council. This council is composed of representative directors, division heads and statutory auditors. We have also created an Executive

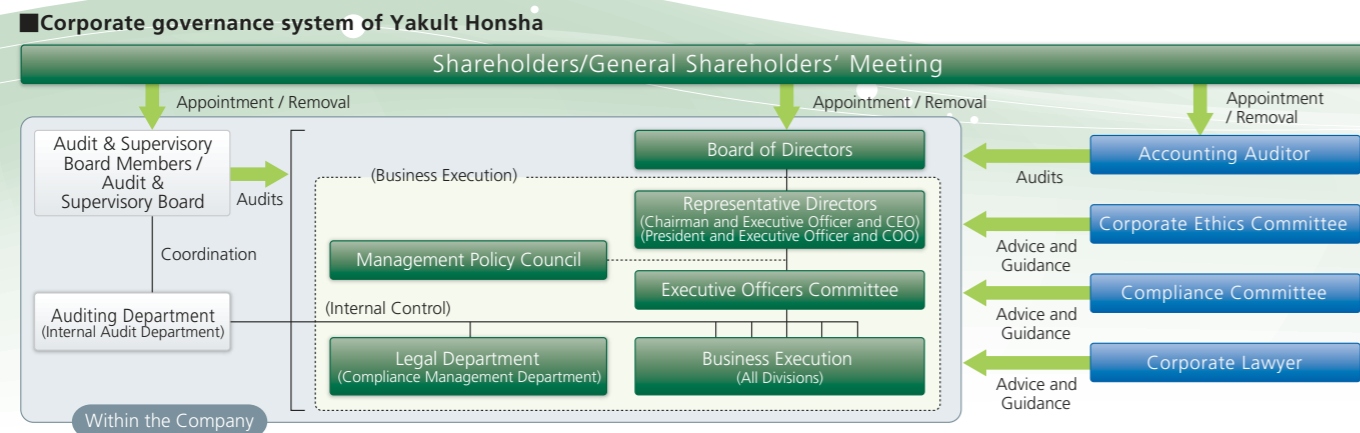
Officers Committee, composed of executive officers and statutory auditors.

Compliance

To provide criteria for correct action in business activities, Yakult has established the Yakult Ethical Principles and Code of Conduct. Yakult continually updates them to ensure their effectiveness with the changing times, and circulates them actively among all employees of the Yakult Group.

In organizational terms, a compliance officer is appointed for each department and business location. This officer is tasked with verifying that daily operations are conducted in an appropriate manner.

Yakult has established other bodies for specific purposes. A Compliance Committee, composed of outside experts such as lawyers and certified public accountants, surveys overall corporate activities from a compliance perspective, offering opinions and suggestions on a wide range of issues. In addition, a Corporate Ethics Committee strengthens activities to eliminate influences from anti-social forces and reinforces monitoring for that purpose.



Communication activities Introducing the Current Situation of Yakult to Stakeholders

For Shareholders and Investors

In investor-relations (IR) activities, Yakult publishes the information investors need to make informed investment decisions in a timely, fair and continuous manner.

In addition to holding briefings on our financial results and businesses for analysts, Yakult promotes understanding of its operations through tours and individual interviews. Our website is filled with useful IR information. In addition to annual reports and shareholder bulletins, the Yakult website offers long-term financial data. Yakult works hard to provide shareholders and investors with the vital information they need.

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

For Customers and Employees

Yakult disseminates information on its operations through a wide range of media, including the Yakult Social & Environmental Report, our website, and various company and Group newsletters, among others. We strive to keep customers and employees alike apprised of the current state of Yakult at all times.



Annual Report



Yakult Social & Environmental Report

Personnel training and working environment improvement Realizing Comfortable Workplaces where Employees can Excel

Personnel Training

Group employees benefit from a wide range of training programs. We have employees think about "the spirit of our founding—Shirota-ism" and undergo initiative training. 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.

Improving the Workplace Environment

In 2012, Yakult was recognized as a company supporting child raising by the Ministry of Health, Labour and Welfare, and is therefore permitted to use the "Kurumin Mark." Yakult supports employees who are raising children, through measures such as promoting the taking of childcare leave by male and female employees and the introduction of shorter work hours for employees with small children.

Yakult strives in other ways to create an environment that is easy to work in, in consideration of employees' wide range of lifestyles. For example, employees can take leave to celebrate their anniversaries, or to pursue volunteer activities.



Environmental activities For Realizing a Sustainable Environment

The Yakult Basic Policy on the Environment

Yakult Honsha established an organization for environmental measures in 1991, and enacted the Yakult 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 of the Yakult Group's business units have been moving ahead with measures to reduce the Group's environmental impact.

Yakult Sustainable Ecology 2020

Yakult has framed its image for the environment it aims to achieve over the long term in the form of Yakult Sustainable Ecology 2020. One of the three elements of the Company's image for the Yakult of the future is "the realization of a low-carbon society" and Yakult Sustainable Ecology 2020 serves notice of the strong emphasis Yakult places on coexistence with stakeholders and building a sustainable society.

Efforts to Preserve the Earth's Environment

On May 22, 2013, proclaimed the "International Day for Biological Diversity" by the United Nations, the Yakult Group participated in Green Wave 2013, a worldwide tree-planting campaign. The Group planted trees in 15 locations throughout Japan.

Yakult is also an enthusiastic participant in the efforts of the C. W. Nicol Afan Woodland Trust to regenerate a highly biodiverse forest in Shinano, Nagano Prefecture.

Provision of health-related information Delivering Good Health along with Knowledge Unique to Yakult

Yakult publishes health information through a wide range of media. In addition to the health information magazine *Healthist* (launched in 1976) and the Yakult website, Yakult publishes videos and printed matter to generate interest in and inform the public about probiotics. Through our video library on health matters, we provide information on health to a broad audience, spreading the availability of accurate health information.



Health information magazine *Healthist*



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 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

Courtesy Visit Activities

In addition to delivering products, Yakult Ladies check up on elderly persons living alone to confirm their well-being and spend some time chatting with them. These "Courtesy Visit Activities" have been a part of the ladies' routine since 1972. 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 across Japan, about 3,300 Yakult Ladies visit the homes of over 45,000 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.

Dispatching Lecturers

Since 2008, Yakult has been dispatching lecturers, primarily to elementary schools, to give lectures on the topic of "early to bed, early to rise, eating breakfast and emptying your bowels in the morning" as part of food and nutrition education. Using models and picture cards, employees of Yakult Honsha branches and Yakult sales companies provide the lessons, explaining the importance of the intestines in absorbing nutrients from food, discerning intestinal conditions from stool, and the action of lactic acid bacteria in the intestines.



Lecture by an employee



Promotion of sports and culture

Conveying the Attractiveness of Sports and Arts and Culture to Many People

Contributing to Society Through Baseball

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.



Tokyo Yakult Swallows baseball clinic

Other Contributions to Society Through Sports

Yakult employees are enthusiastically engaged in a wide range of sports. Our track and field team takes part in various relay races and marathons, while in the 2013 season our rugby team finished in 6th place in the Top East League Division 1. Yakult also supports and promotes bound tennis, a sport invented in Japan, as part of its efforts to encourage lifelong sporting activity. Yakult is also an ardent supporter of aquatic sporting events. In 2005, Yakult became an official partner of the International Swimming Association (FINA: Fédération Internationale de Natation), sponsoring the FINA World Championships and the FINA World Swimming Championships (25m). Yakult became an official partner of the Japan synchronized swimming team in 2006 and an official sponsor of the Japan swimming team in 2014, and sponsors competitions and other events.



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

Activities Promoting Fine Arts and Culture

We promote the arts by operating Yakult Hall, where concerts and other events are held.



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 Taiwan Co., Ltd. begins operations as the company's first overseas operation base.
- 1967 ■ Research institute is established in Kunitachi, Tokyo (later known as Yakult Central Institute).
- 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

- 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.
- 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.
- *New Yakult* is launched.
- 2014 ■ Yakult Honsha publishes its first Company history.
- *Yakult Gold* is launched.

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: 2,996
including 472 employees temporarily assigned to other companies and contract employees (310 employees temporarily assigned and 162 contract employees) (as of March 31, 2014)
 Main banks: Mizuho Bank, Resona Bank, Bank of Tokyo-Mitsubishi UFJ

Principal Business Activities

Manufacturing and marketing of food and beverage products, cosmetics, pharmaceuticals, and others

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

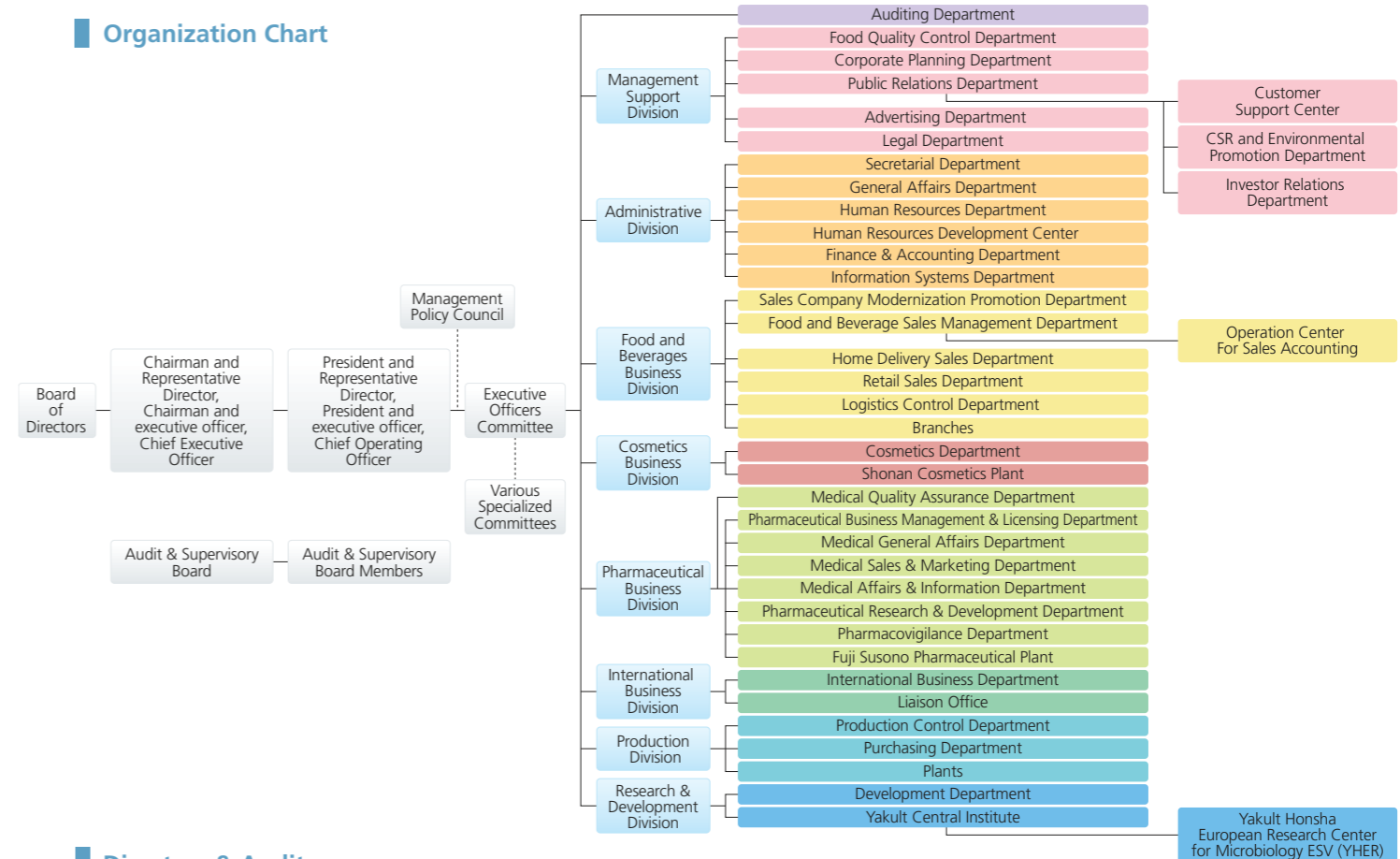
●Consolidated/ Net Sales and Income	March 2010	March 2011	March 2012	March 2013	March 2014
Net Sales	290,678	305,944	312,552	319,193	350,322
Net Income	13,248	13,168	13,291	16,379	22,543

●Non-Consolidated/Net Sales and Income	March 2010	March 2011	March 2012	March 2013	March 2014
Net Sales	166,006	176,143	175,220	174,888	181,826
Net Income	2,214	4,313	5,037	10,634	9,859

●Non-Consolidated/Sales by Product	March 2010	March 2011	March 2012	March 2013	March 2014
Dairy products	76,292	78,671	76,746	79,074	79,891
Juices and soft drinks	35,994	37,132	37,176	35,686	34,790
Cosmetics	6,499	6,314	6,452	6,393	6,557
Pharmaceuticals	35,079	38,878	39,373	37,072	35,324
Others	12,141	15,146	15,472	16,661	25,261
Total	166,006	176,143	175,220	174,888	181,826

(Unit: million yen)

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
Masahiro Negishi
Hiroshi Narita
Kenichi Shiino

Masanori Ito
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, 2014)

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
Masahiro Negishi
(Divisional General Manager of Food and Beverages Business Division, Divisional General Manager of Cosmetics Business Division)

Managing Executive Officers
Hiroshi Narita
(Divisional General Manager of Management Support Division)
Kenichi Shiino
(Divisional General Manager of Research & Development Division, Divisional General Manager of Production Division)
Yoshiaki Tanaka
Kiyotaka Kikuchi
Hiroshi Wakabayashi
Fumiyasu Ishikawa
Masaki Tanaka
Masanori Ito
(Divisional General Manager of Pharmaceutical Business Division)

Executive Officers
Susumu Hirano
Akifumi Doi
Tetsuya Hayashida
Kunio Kado
Koichi Hirano
Masanobu Nanno
Richard Hall
Masao Imada
Masatoshi Hagira
Hideaki Hoshiko
(as of June 25, 2014)

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: 5-11, Izumi, Kunitachi-shi, Tokyo 186-8650 TEL: 042-577-8960

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, Kugenmashinmei, 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 throughout Japan, bottling companies that manufacture containers and bottle Yakult's products, and other affiliates.

Certifications Obtained

● ISO9001 ● ISO14001 ● ISO22000 ● HACCP ● GMP

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

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

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



Overseas

Overseas Operations

● Yakult Ladies approx. 42,300
 ● Employees approx. 16,500
 (as of December 31, 2013)



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

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

*Wuxi Yakult Co., Ltd. is scheduled to begin production in 2015.

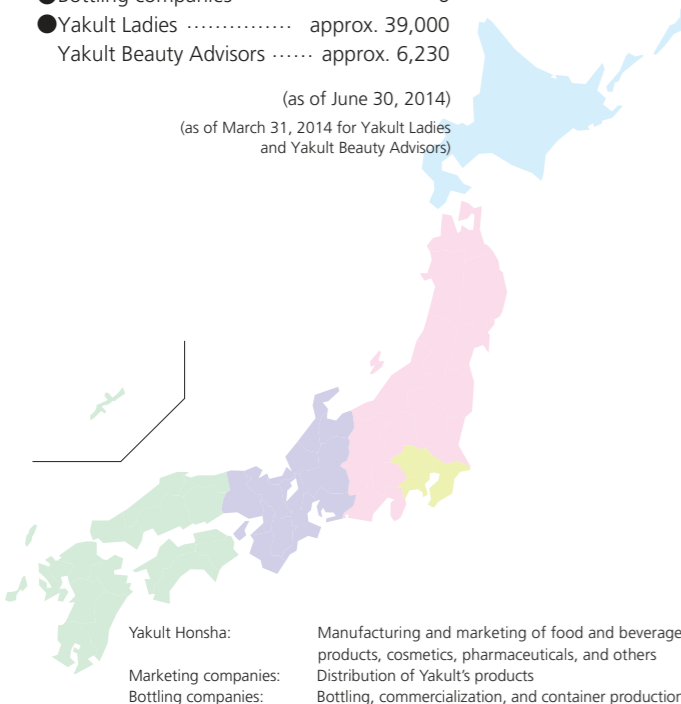


Domestic

Domestic Operations

● Head Office 1
 ● Branches 5
 ● Research institute 1
 ● Honsha plants 7
 ● Marketing companies 104
 ● Bottling companies 6
 ● Yakult Ladies approx. 39,000
 ● Yakult Beauty Advisors approx. 6,230

(as of June 30, 2014)
 (as of March 31, 2014 for Yakult Ladies and Yakult Beauty Advisors)



Hokkaido Block

Yakult Ladies 2,200
 Yakult Beauty Advisors 1,230

Honsha Organization

Hokkaido Branch

Marketing companies (9)

- 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.

East Japan Block

Yakult Ladies 9,600
 Yakult Beauty Advisors 830

Honsha Organization

East Japan Branch

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

Marketing companies (29)

- 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 Chuo Sales Co., Ltd. ●●
- Yakult Shibata Sales Co., Ltd.
- Yakult Joetsu Sales Co., Ltd.

Bottling companies (1)

- Yakult Iwate Plant Co., Ltd. ●●●

Metropolitan Block

Yakult Ladies 8,300
 Yakult Beauty Advisors 880

Honsha Organization

- Head Office
- Metropolitan Branch
- Yakult Central Institute ●
- Shonan Cosmetics Plant ●

Marketing companies (17)

- 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 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. ●●
- *The following marketing company is generalized.
- Yakult Sumida 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 9,700
 Yakult Beauty Advisors 1,330

Honsha Organization

- Central Japan Branch
- Hyogo Miki Plant ●●

Marketing companies (19)

- Yakult Tokai Co., Ltd.
- *The following four marketing companies 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 Hokuiku Co., Ltd.
- *The following marketing company is 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 9,200
 Yakult Beauty Advisors 1,960

Honsha Organization

- West Japan Branch
- Saga Plant ●●●

Marketing companies (30)

- Yakult Tottori Sales Co., Ltd.
- Yakult Sanin Chuo 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 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 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 Okayama Waki Plant Co., Ltd. *

* A part of Yakult Okayama Waki Plant Co., Ltd. is scheduled for operation in November 2014.