

The background features two hands held palm-up at the bottom, from which several overlapping, semi-transparent rays of light in shades of yellow, orange, and pink emanate upwards, creating a sense of growth and positivity.

# **Yakult**

COMPANY PROFILE  
2015-2016

The logo for Yakult's 80th anniversary, featuring the number '80' in a stylized font with a globe-like pattern inside the '0', followed by 'th' and the word 'Yakult' below it.

**80<sup>th</sup>**  
**Yakult**

## A desire unchanged for 80 years

We continue to conduct operations under 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.” This philosophy is grounded in the passionate desire of our founder, Minoru Shirota, to deliver good health to as many people as possible. And, even as we commemorate the 80th anniversary of Yakult’s founding in 2015, his desire lives on.

We have been working hard to prepare for the future by enhancing our manufacturing technology and R&D capabilities. This has included moves to improve our production system — reorganizing our production sites and installing the latest production technology and inspection equipment — in order to provide customers with even higher-quality products that are safe and offer peace of mind. With the construction of our new and improved research institute that we started work on in 2006 set to be completed during the year of our 80th anniversary, we will further strengthen efforts in the development of new products, ingredients, and more.

First the world, and then beyond. Beginning with our entry into Taiwan half a century ago, Yakult’s international business has expanded to Asia, the Americas, and Europe, and today over 30 million bottles of our dairy products are consumed every day in 33 countries and regions across the world. Next, in anticipation of the coming space age, Yakult is moving ahead in collaboration with the Japan Aerospace Exploration Agency (JAXA) to research ways to maintain the health of individuals in outer space. We have made it our goal to study the effectiveness of *Lactobacillus casei* strain Shirota on the intestinal environment of astronauts staying on the International Space Station (ISS) for long periods of time. With this, our dream to contribute to the health and peace of people around the world is now reaching into outer space.

Everything we do, we do to protect the health of people around the world. In order to continue to play a valuable role in society, we at Yakult will continue to honor our founder’s desire, build on our 80-year history, and tirelessly work toward a brighter future.



*Sumiya Hori*

Sumiya Hori  
Chairman and  
Representative Director  
Chief Executive Officer



*Takashige Negishi*

Takashige Negishi  
President and  
Representative Director  
Chief Operating Officer

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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.

# History of Yakult products

## 1930s

- 1935 *Yakult* is manufactured and introduced to the market.
- 1938 *Yakult* is registered as a trademark.



The Shirota Institute for Research on Protective Bacteria begins production and sales of *Yakult* in Fukuoka City in Kyushu.

## 1960s

- 1968 *Yakult* is introduced to the market in a new plastic container.



Glass bottle that had been used until a plastic bottle was adopted.

## 1970s

- 1970 *Joie* fermented milk is introduced to the market.
- 1971 The company begins the full-scale sale of cosmetics.
- 1975 *Biolactis Capsules* ethical drug is introduced to the healthcare industry, thereby marking Yakult's entrance into the pharmaceutical business.
- 1978 *Mil-Mil* bifidobacteria-fermented milk is introduced to the market.
- 1979 *Yakult Seichoyaku* intestinal regulator—an over-the-counter medicine—is introduced to the healthcare industry.



**Joie**

1978



**Mil-Mil**

1979



**Yakult Seichoyaku**

1980



**Toughman**

1989



**Revocy S.E. Series**

1994



**Campto Injection**

1995



**Parabio Series**

1998



**Bansoreicha**

1999



**Yakult 400**

2005



**Elplat**

## 1980s

- 1980 *Toughman* is introduced to the market.
- 1981 *Yakult 80* is introduced to the market.
- 1989 *Revocy S.E. Series* is introduced to the market.

## 1990s

- 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*.
- 1995 *Parabio Series* premium-quality skincare product line is introduced to the market.
- 1998 *Yakult* is approved by the Ministry of Health and Welfare for labeling as Foods for Specified Health Uses.
- 1998 *Bansoreicha* is introduced to the market.
- 1999 *Yakult 400* fermented milk drink is introduced to the market.

## 2000s

- 2004 *Pretio* fermented milk drink is introduced to the market.
- 2005 Oxaliplatin, a cancer chemotherapeutic agent for the treatment of advanced colorectal cancer, is approved under the name of *Elplat*.
- 2008 *BF-1* fermented milk drink is introduced to the market.
- 2008 Yakult receives a 2008 Good Design Long Life Design Award (G-Mark).

## 2010s

- 2011 The shape of the *Yakult* container is registered as a three-dimensional trademark.
- 2013 *Nyusankin Soy α* fermented soy milk is introduced to the market.
- 2013 *New Yakult* is introduced to the market.
- 2014 *Yakult Gold* is introduced to the market.



Since the shape of the container reminds customers of Yakult, it was registered as a three-dimensional trademark.

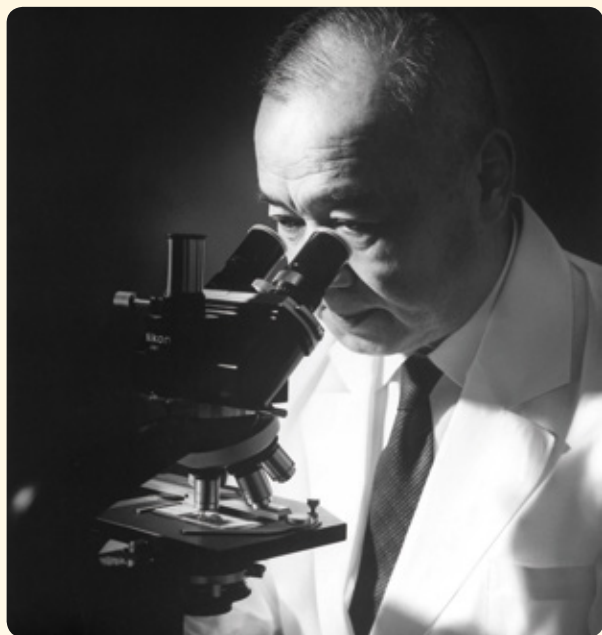
● Food products ● Cosmetics ● Pharmaceutical products

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



# 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., Ph.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 intestinal 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.

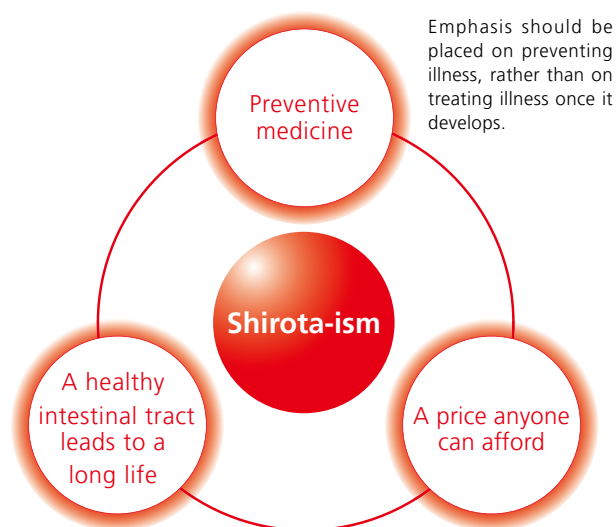
## All of our business activities originate from Shirota-ism

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.



Human beings take in nutrition through their intestines. Making the intestines strong leads to healthy and long lives.

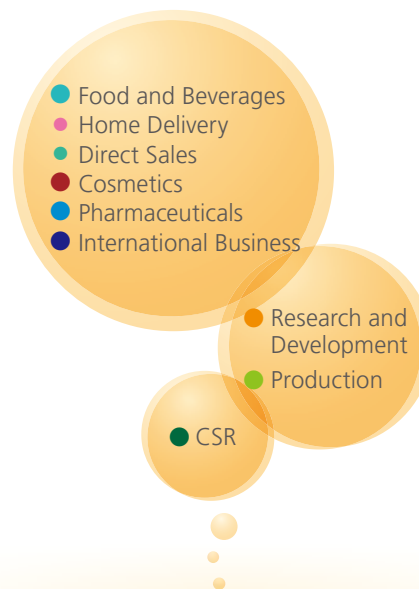
The goal of providing *Lactobacillus casei* strain Shirota, which protects the intestines, to as many people as possible at an affordable price.

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 life science based on microbiological research

Yakult and the Japan Aerospace Exploration Agency (JAXA), a National Research Development Agency, began using the International Space Station (ISS) for joint research in 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



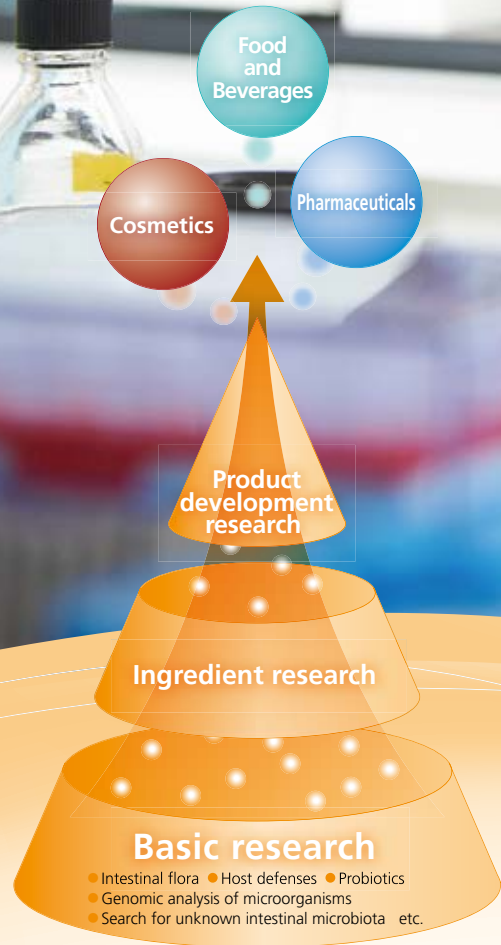
International Space Station (ISS)

*Lactobacillus casei* strain Shirota

# Research and Development

## As a leader in probiotics research

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 food 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 food and beverages, cosmetics and pharmaceuticals. In the field of food and beverages, 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 the Institute's facilities and research environment, 4 new research buildings (Research Administration Building, Pharmaceutical and Cosmetic Research Building, Quality and Technical Development Building, and Basic Research Building) are being constructed and will be completed in 2015. The new buildings will be outfitted with the latest equipment and research systems, and 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 (YHER) in Ghent, Belgium 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.



Yakult Honsha European Research Center (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

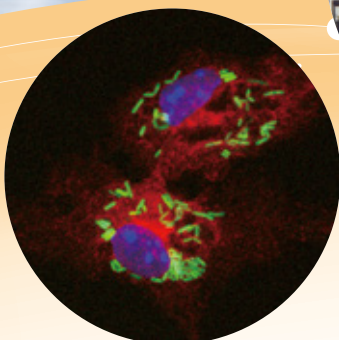
### Elucidation of the true state of intestinal microbiota

We have produced many results in our research on 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.

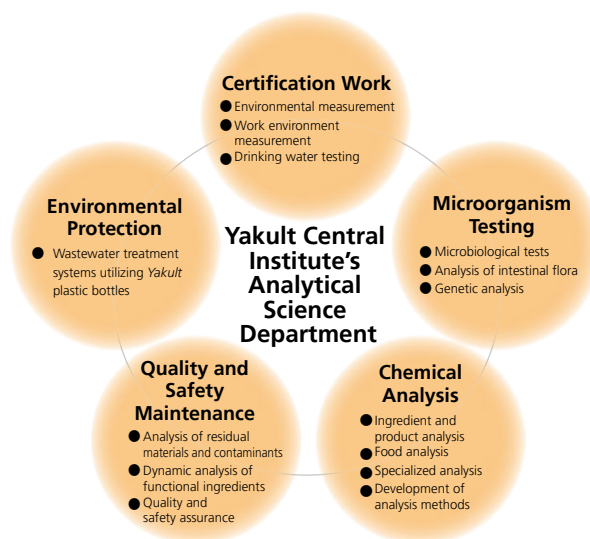
The containers used for products are developed by ourselves. The quality of these containers is highly regarded by numerous observers. Our container for *Joie* fermented milk has earned the *Japan Star Award*, the highest award of the Japan Packaging Contest. Similarly, the container for *Nyusankin Soy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



## Activities of the Analytical Science Department

### Contributing to environmental improvement by utilizing technology developed over many years

The Analytical Science Department 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.



- 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

\*The Analytical Science Department handles analysis work requests under its registered business name of Analysis Center.

### 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.



### For Highly Reliable Production and Protection of the Environment

In Japan, Yakult operates 10 dairy product plants (Yakult Honsha plants: 5; bottling plants: 5), one cosmetics plant and one pharmaceutical plant (as of the end of July 2015). 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 and 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

##### ISO 9001

A quality management system standard whose aim is to maintain and improve product quality. It specifies requirements regarding principles for the operation of an organization that conducts quality management and for the division of responsibilities, as well as methods for production and other tasks.

##### ISO 14001

An environmental management system standard whose aim is to minimize the effects of a corporation's activities on the environment. It stipulates that each organization should adopt the PDCA (Plan, Do, Check, and Act) cycle for continuous improvement and set their own goals and objectives.



## 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's unique quality control standards

HACCP  
food hygiene  
management  
system\*

ISO 9001  
international  
standard for  
quality control  
and quality  
assurance\*

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 S.E. (Shirota Essence) 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 *Elplat*, which is an anticancer drug used globally for treating colon cancer, etc., and *Camppto*, 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.



### HACCP

A hygiene management system whose aim is to ensure the safety of products by analyzing hazards, such as microbial contamination, that can potentially arise at any stage of the food production process, specifying critical control points that detail what kind of measures can be taken at what stage of process to allow for the production of safer products, and monitoring them continuously.

## Food and Beverages

# Meeting health needs with dairy products and various 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.



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

#### Promotion of Healthier Intestinal Activity and Improvement of Stool Condition

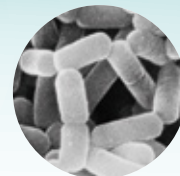
*Lactobacillus casei* strain Shirota produces lactic acid, while *Bifidobacterium breve* strain Yakult produces lactic and acetic acids. These acids stimulate the intestines, and enhance bowel movements.

#### 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



*Bifidobacterium breve* strain Yakult

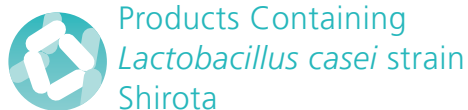
Dairy products

## Offering Customers a Wide Range of Dairy Products with Proprietary Probiotics



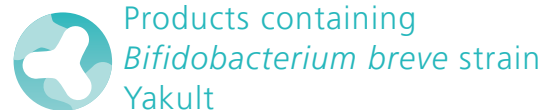
Based on the principles of “preventive medicine” and “a healthy intestinal tract leads to a long life,” Yakult offers customers fermented milk drinks and fermented milks that were developed using Yakult’s unique portfolio of probiotics, including *Lactobacillus casei* strain Shirota and *Bifidobacterium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



### 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 best known of these product lines is the *Yakult* series. Each member of this product line clearly indicates its properties to respond to a wide range of health needs. The *Joie* series offers protein and calcium, in addition to *L. casei* strain Shirota.

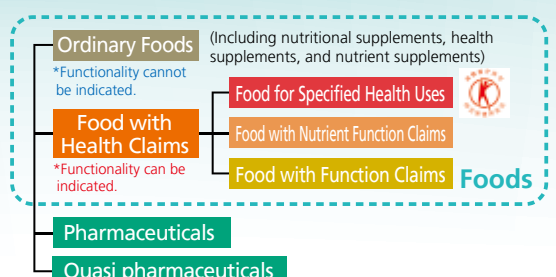


### Works in the large intestine to maintain intestinal health

*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.

### About Food with Health Claims

- Food for Specified Health Uses** Food products whose effects on maintaining and improving health have been scientifically verified and have been permitted to make health claims. The Japanese government evaluates the effects and safety of each product and authorizes the claims.
- Food with Nutrient Function Claims** Food products intended for use as a nutritional supplement (vitamins, minerals, etc.). As long as it is in accordance with criteria and wording specified by the government, functionality claims can be made without submitting an application.
- Food with Function Claims** Food products that display functionality claims based on scientific evidence and under the responsibility of the business operator. Before release, information on their safety, functionality, etc., is submitted to the government. However, they do not receive authorization from the government.



## 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.

Fermented milk



### Joie

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

Fermented soy milk



### 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 iron and calcium.

\*Plain Joie only. \*\*Not including certain limited-time-only Sofuhl products.



### BF-1

Contains *B. bifidum*, which works in the stomach.



### Mil-Mil

Contains more than 10 billion *B. breve* per bottle (100ml).



### Mil-Mil S

Includes galacto-oligosaccharides and dietary fiber.

## Lineup of products containing Bifidobacteria



## Supporting Modern People's Health with Functional Beverages



In functional beverages other than dairy products, Yakult applies the same principles of preventive medicine to develop a steady stream of 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 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.

Yakult will continue to develop and furnish customers with products that offer good health from every angle. We are proud to offer functional beverages 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 with a refreshing flavor.



**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  
**CHOBII**

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



**Gytutto Kenko series**

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



**Mainichi Ureshii Kale no Aojiru**

Contains  $\beta$ -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 37,600 Yakult Ladies are active nationwide (as of March 31, 2015), 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 special home delivery 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 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

#### S.E. (Shirota Essence)\*

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.

\*Extract from the fermentation of lactic acid bacteria and milk. Ingredient name: whey (2).

#### 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 with 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 S.E. (Shirota Essence)\*\*, a fermented lactic acid bacteria extract for skincare. Later, Yakult developed other original ingredients made from lactic acid bacteria, including high molecular weight hyaluronic acid\*\* and 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



#### Lact dew 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 hyaluronic 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.

\*Skin care tailored to the needs of each age group.

#### 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 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 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.



Yakult  
BL Seichoyaku

### \*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.



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 formulated 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 use as an adjuvant treatment\* after surgery for colon cancer was added to its list of indications. Approval was obtained to expand the indications of *Elplat* in the treatment of pancreatic cancer in combination with *Campto* and other drugs in 2013 and in the treatment of advanced and recurrent gastric cancer in March 2015.

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.



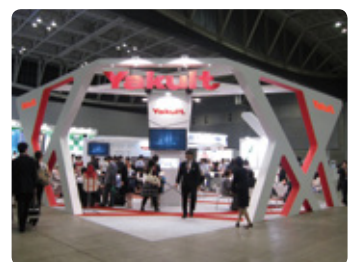
## Providing Information

### 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 exhibition booth at the meeting of the Japan Society of Clinical Oncology



Seminar hosted 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 43,400 Yakult Ladies deliver products to customers, some 505,600 stores handle our products, and approximately 25.2 million Yakult dairy products are consumed per day. \*As of December 2014. Number of Yakult dairy products consumed per day: Average for 2014

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.





## Promotional 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 California Plant (USA)



Wuxi 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.

#### Newly opened production facilities

- July 2011: Tianjin Plant in China.
- March 2013: Third production facility at Lorena Plant in Brazil.
- January 2014: Mojokerto Plant in Indonesia.
- April 2014: Second plant in Guangzhou, China.
- May 2014: California Plant in the United States.
- June 2014: Second production facility at Tianjin Plant in China.
- December 2014: New production facility at Zhongli Plant in Taiwan.
- June 2015: Wuxi Plant in China.

# The Americas

## 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.



● Brazil ● Mexico ● Uruguay



● USA ● Canada ● Belize



● The Netherlands ● Belgium ● France



● UK ● Germany ● Luxembourg



● Spain ● Ireland ● Austria



● Italy ● Malta ● Switzerland

### The Americas



Brazil



Mexico



USA

### Europe



The Netherlands



Belgium



UK



Ireland



Germany



Austria



Italy



# Asia and Oceania



● Japan



● Taiwan



● Hong Kong



● Thailand



● South Korea



● The Philippines



● Singapore



● Brunei



● Indonesia



● Australia



● China  
(Guangzhou /  
Shanghai, Beijing)



● Malaysia



● New Zealand



● Vietnam



● India



Australia



New Zealand



Malaysia



Vietnam



India



China (Guangzhou)



China (Shanghai)



China (Beijing)

## Asia and Oceania



Taiwan



Hong Kong



Thailand



South Korea



The Philippines



Singapore



Indonesia



# 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 CSR (corporate social responsibilities), 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.

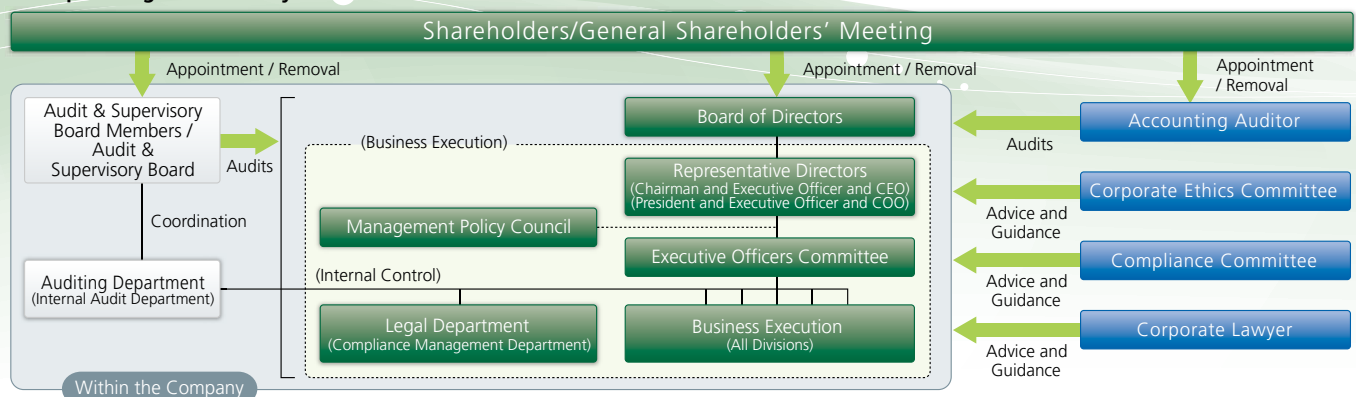
### Compliance

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, surveys overall corporate activities from a compliance perspective, offering opinions and suggestions on a wide range of issues. In addition, a Corporate Ethics Committee, composed of mainly outside experts, strengthens activities to eliminate influences from anti-social forces and reinforces monitoring for that purpose.

### Corporate governance system of Yakult Honsha







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 CSR 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 CSR 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. 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.

### Efforts to Preserve the Earth’s Environment

On May 22, 2015, proclaimed the “International Day for Biological Diversity” by the United Nations, the Yakult Group participated in Green Wave 2015, a worldwide tree-planting campaign. The Group planted trees in 15 locations throughout Japan.

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 publishes health information through a wide range of media. In addition to the health information journal *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 journal *HEALTHIST*



Promotion of science and technology  
**Advancing Research on Intestinal Flora**

In 1992, we established the Yakult Bio-Science 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.



Symposium on Intestinal Flora



Relations with local communities  
**To deliver health, and watch over local community**

**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 3,400 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.

**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. For this activity, we received an Honorable Mention from the Judging Committee of the “Awards for Companies Promoting Experience-based Learning Activities for Youth” sponsored by the Ministry of Education, Culture, Sports, Science and Technology in 2015.



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 long-distance relay races and marathons, while in the 2014 season our rugby team finished in 7th 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.



14th FINA World Swimming Championships Shanghai 2011



Long-distance relay race  
 (Courtesy of Rikujokogyo-sha)

# History

\*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* bifidobacteria-fermented milk 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* is introduced to the market.
- 1981 *Yakult 80* is introduced to the market.  
Company stocks are listed on the First Section of the Tokyo Stock Exchange.  
*Revecy S.E. Series* is introduced to the market.

## 1990s

- 1992 Yakult Bio-Science 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.  
*Pretio* fermented milk drink is introduced to the market.
- 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 *BF-1* fermented milk drink is introduced to the market.  
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 (June).
- 2011 The shape of the Yakult container is registered as a three-dimensional trademark.  
*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.  
*Nyusankin Soy α* fermented soy milk is introduced to the market.  
*New Yakult* is introduced to the market.
- 2014 Yakult Honsha publishes its first Company history.  
*Yakult Gold* is introduced to the market.
- 2015 The 80th anniversary of Yakult's founding.



# 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:	2,913 317 employees temporarily assigned and 143 contract employees (as of March 31, 2015)
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 2011	March 2012	March 2013	March 2014	March 2015
Net Sales	305,944	312,552	319,193	350,322	367,980
Net Income	13,168	13,291	16,379	22,543	25,056
●Non-Consolidated/Net Sales and Income					
Net Sales	176,143	175,220	174,888	181,826	176,391
Net Income	4,313	5,037	10,634	9,859	11,259
●Non-Consolidated/Sales by Product					
Dairy products	78,671	76,746	79,074	79,891	79,990
Juices and soft drinks	37,132	37,176	35,686	34,790	31,462
Cosmetics	6,314	6,452	6,393	6,557	6,378
Pharmaceuticals	38,878	39,373	37,072	35,324	32,560
Others	15,146	15,472	16,661	25,261	25,998
Total	176,143	175,220	174,888	181,826	176,391

(Unit: million yen)

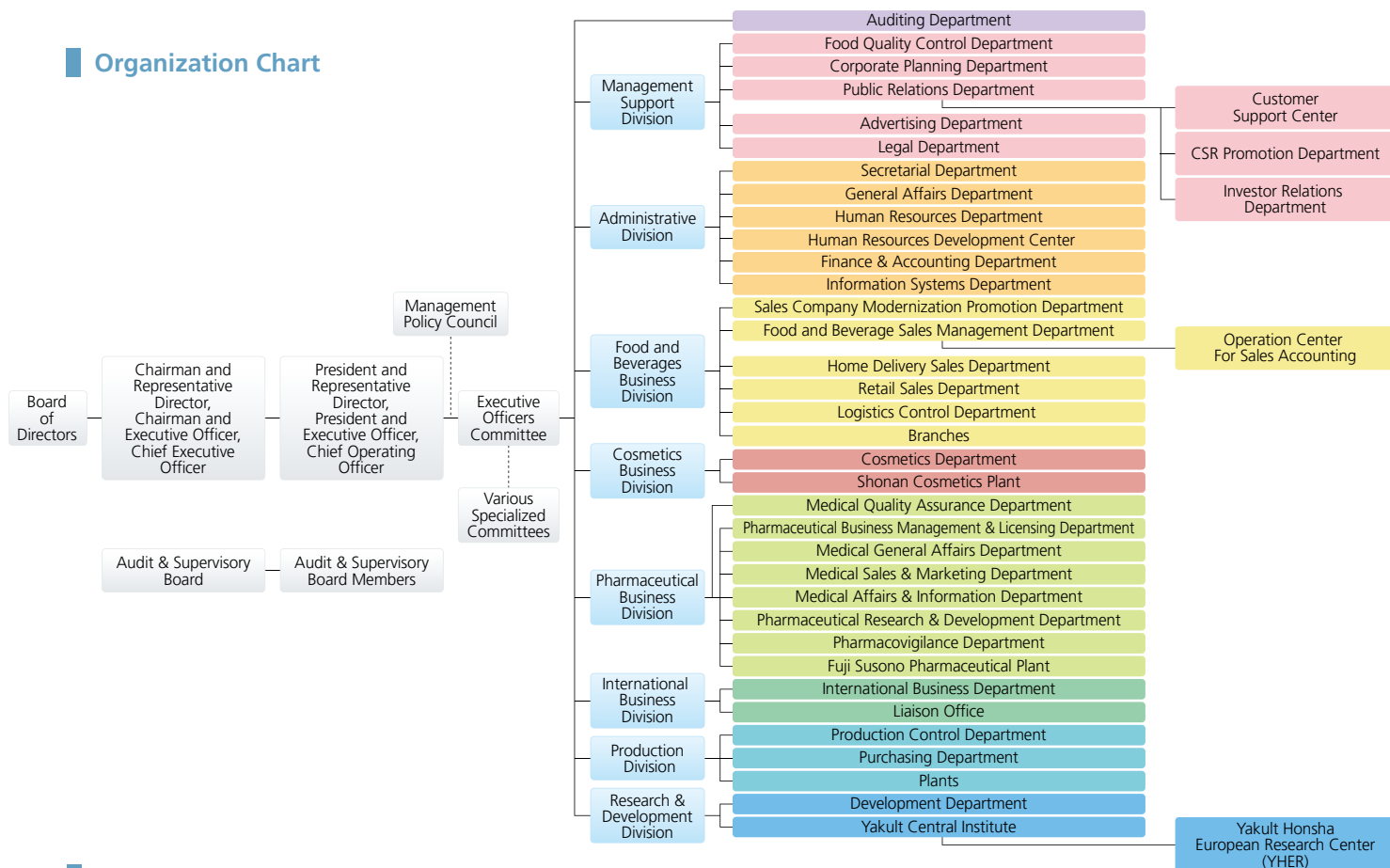
## Branches

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 Nomura Fudosan Ginza 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
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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**

**Hiroshi Narita**

**Kenichi Shiino**

**Masanori Ito**

**Hiroshi Wakabayashi**

**Fumiyasu Ishikawa**

**Richard Hall**

Directors (Part-time)

**Ryuji Yasuda** (Outside Director)

**Masayuki Fukuoka** (Outside Director)

**Christian Neu** (Outside Director)

**Bertrand Austruy** (Outside Director)

**Takashi Matsuzono**

**Norihito Maeda**

Senior Audit & Supervisory Board Members

**Akinori Abe**

**Hiroshi Yamakami**

Audit & Supervisory Board Members

**Akihiko Okudaira**

**Ryohei Sumiya**

**Seijuro Tanigawa**

**Setsuko Kobayashi**

**Koichi Yoshida**

(as of June 24, 2015)

## Executive Officers

Chairman and Executive Officer

**Sumiya Hori**

President and Executive Officer

**Takashige Negishi**

(Divisional General Manager of Cosmetics Business Division)

Deputy President and Executive Officer

**Yoshihiro Kawabata**

(Divisional General Manager of Administrative Division, Divisional General Manager of International Business Division)

Senior Managing Executive Officers

**Hiroshi Narita**

(Divisional General Manager of Food and Beverages Business Division)

**Kenichi Shiino**

(Divisional General Manager of Research & Development Division, Divisional General Manager of Production Division)

Managing Executive Officers

**Hiroshi Wakabayashi**

(Divisional General Manager of Management Support Division)

**Fumiyasu Ishikawa**

**Masaki Tanaka**

**Masanori Ito**

(Divisional General Manager of Pharmaceutical Business Division)

**Akifumi Doi**

**Tetsuya Hayashida**

Executive Officers

**Susumu Hirano**

**Koichi Hirano**

**Masanobu Nanno**

**Richard Hall**

**Masao Imada**

**Masatoshi Nagira**

**Hideaki Hoshiko**

**Yasuyuki Suzuki**

**Masahiko Satomi**

**Shuichi Watanabe**

**Akira Kishimoto**

(as of June 24, 2015)

## Honsha Plants

<b>Fukushima Plant:</b>	10-1, Aza Tooki, Kuroiwa, Fukushima-shi, Fukushima 960-8520	TEL: 024-546-8960
<b>Ibaraki Plant:</b>	1232-2, Oaza Kawatsuma, Goka-machi, Sashima-gun, Ibaraki 306-0314	TEL: 0280-84-2121
<b>Shonan Cosmetics Plant:</b>	2-5-10, Kugenumashinmei, Fujisawa-shi, Kanagawa 251-0021	TEL: 0466-25-8960
<b>Fuji Susono Plant:</b>	653-1, Aza Juzaburo, Shimowada, Susono-shi, Shizuoka 410-1105	TEL: 055-997-3311
<b>Fuji Susono Pharmaceutical Plant:</b>	653-1, Aza Juzaburo, Shimowada, Susono-shi, Shizuoka 410-1105	TEL: 055-997-4417
<b>Hyogo Miki Plant:</b>	1838-266 Aza Nakao, Toda, Shijimi-cho, Miki-shi, Hyogo 673-0514	TEL: 0794-89-8960
<b>Saga Plant:</b>	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

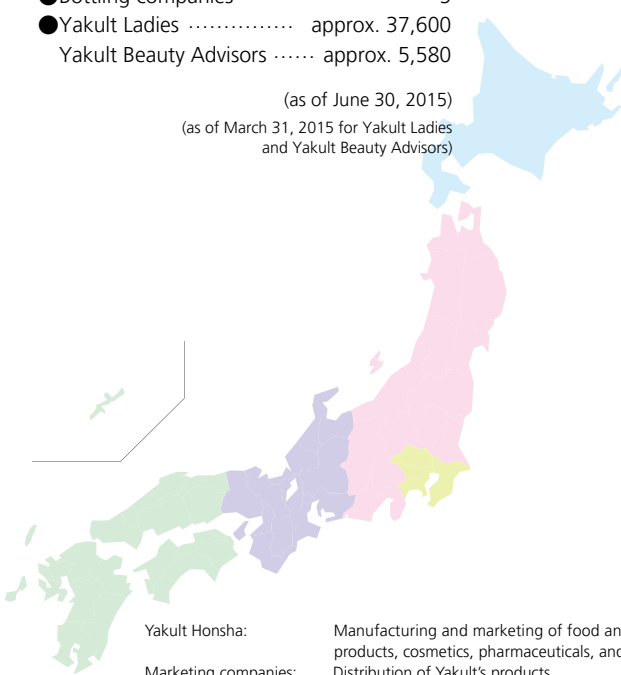
- Yakult Ladies ..... approx. 43,400
  - Employees ..... approx. 18,100
- (as of December 31, 2014)



### Domestic

#### Domestic Operations

- Head Office ..... 1
  - Branches ..... 5
  - Research institute ..... 1
  - Honsha plants ..... 7
  - Marketing companies ..... 103
  - Bottling companies ..... 5
  - Yakult Ladies ..... approx. 37,600
  - Yakult Beauty Advisors ..... approx. 5,580
- (as of June 30, 2015)  
(as of March 31, 2015 for Yakult Ladies and Yakult Beauty Advisors)



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

#### Hokkaido Block

- Yakult Ladies 2,100
- Yakult Beauty Advisors 1,000

#### 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 9,000
- Yakult Beauty Advisors 730

#### 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. ●●●



Certifications Obtained

● ISO 9001 ● ISO 14001 ● ISO 22000 ● 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 Taiwan Co., Ltd. ●        | ⑮ Beijing Yakult Co., Ltd.   |
| ② Hong Kong Yakult Co., Ltd. ●●●   | ⑯ Tianjin Yakult Co., Ltd.   |
| ③ Yakult (Thailand) Co., Ltd. ●●   | ⑰ Wuxi Yakult Co., Ltd.  |
| ④ Korea Yakult Co., Ltd. ●         | ⑱ Yakult S/A Ind. E Com. (Brazil) ●●                                 |
| ⑤ Yakult Philippines, Inc.         | ⑲ Yakult S.A. De C.V. (Mexico) ●●                                    |
| ⑥ Yakult (Singapore) Pte. Ltd. ●●  | ⑳ Yakult U.S.A. Inc.   |
| ⑦ P.T. Yakult Indonesia Persada ●  | ㉑ Yakult Europe B.V. ●●●   |
| ⑧ Yakult Australia Pty. Ltd. ●●    | ㉒ Yakult Nederland B.V.  |
| (New Zealand Branch)               | ㉓ Yakult Belgium N.V./S.A.   |
| ⑨ Yakult (Malaysia) Sdn. Bhd. ●    | ㉔ Yakult UK Ltd. (Ireland Branch) ●●                                 |
| ⑩ Yakult Vietnam Co., Ltd. ●●●     | ㉕ Yakult Deutschland GmbH  |
| ⑪ Yakult Danone India Pvt. Ltd. ●● | ㉖ Yakult Oesterreich GmbH  |
| ⑫ Yakult (China) Corporation       | ㉗ Yakult Italia S.r.l.   |
| ⑬ Guangzhou Yakult Co., Ltd. ●●●●● | ★ Yakult Honsha European Research Center for Microbiology ESV (YHER) |
| ⑭ Shanghai Yakult Co., Ltd. ●●     |  |

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

**Metropolitan Block**

Yakult Ladies 8,100  
Yakult Beauty Advisors 840

**Honsha Organization**

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

**Marketing companies (16)**

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 Tokyo Sales Co., Ltd. ●●

\*The following two marketing companies are generalized.

●Yakult Keihoku Sales Co., Ltd.  
●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 9,600  
Yakult Beauty Advisors 1,240

**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 Hokuriku 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 Osaka Hokubu 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 (1)**

Yakult Aichi Plant Co., Ltd. ●●●

**West Japan Block**

Yakult Ladies 8,800  
Yakult Beauty Advisors 1,770

**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 Ken 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 Saga Ken Sales Co., Ltd. ●●  
Yakult Nagasaki 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 (2)**

Yakult Okayama Wake Plant Co., Ltd.  
Yakult Fukuoka Plant Co., Ltd. ●●●

\* The numbers of Yakult Ladies and Yakult Beauty Advisors are given in round numbers.

# Yakult

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



**Yakult Honsha Co.,Ltd.**

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