

January, 2013

Yakult Honsha Extends Sponsorship as an Official Partner of the FINA World Championships and the FINA World Swimming Championships (25m) until 2018

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that it has extended its sponsorship as an official partner of the FINA World Championships and the FINA World Swimming Championships (25m) organized by the Fédération Internationale de Natation (FINA) for an additional six years, from 2013 to 2018.

Yakult Honsha has sponsored the FINA World Championships and the FINA World Swimming Championships (25m) as a FINA official sponsor since 2005 because 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 is in harmony with FINA's philosophy of contributing to the creation of rich lifestyles for people throughout the world by promoting good health through aquatics.

At present, the Yakult fermented milk drink and other Yakult brand products are sold in 31 countries and regions throughout the world. By extending the sponsorship as a FINA official partner of the FINA World Championships and the FINA World Swimming Championships (25m), we will work to raise our corporate and product brand value around the globe.

With the extension of the agreement, we will be able to exercise exclusive marketing rights in the non-alcoholic beverages and dairy product category at the FINA World Championships and the FINA World Swimming Championships (25m), and will conduct sponsorship activities such as promoting the Yakult brand on the bibs of female athletes, on the swim caps of male and female athletes, and on pool-side advertising boards.

*The agreement was signed on December 16, 2012 during the closing press conference for the 11th FINA World Swimming Championships (25m) held in Istanbul, Turkey.

1. Overview of FINA

Name:	Fédération Internationale de Natation (FINA)
Year founded:	1908
Headquarters:	Lausanne, Switzerland
Main events:	Swimming, water polo, synchronized swimming, diving, open water, and masters
Member countries:	202 countries and regions
President:	Dr. Julio C. Maglione (Uruguay)

2. Host countries during the period of the agreement

(1) FINA World Championships

- a) 2013 Barcelona, Spain
- b) 2015 Kazan, Russia
- c) 2017 Guadalajara, Mexico

(2) FINA World Swimming Championships (25m)

- a) 2014 Doha, Qatar
- b) 2016 Windsor, Canada
- c) 2018 TBA

3. Overview of sponsorship

(1) Displaying the Yakult corporate logo

- Venue signs (pool-side signs, backdrops, etc.)
- Bibs of female athletes
- Swim caps of male and female athletes

(2) Displaying a giant Yakult bottle

(3) PR activities targeting event staff, athletes, and visitors