

July 2016

## Sales of Yakult to Start in the Midwestern U.S.

Yakult Honsha Co. Ltd. (President: Takashige Negishi) today announced that its subsidiary Yakult U.S.A. Inc. would start sales of the Yakult fermented milk drink in the Midwestern U.S. from early July 2016.

Starting with the full-scale sales launched in California, Yakult U.S.A. has been selling Yakult in six states in the western and southern U.S. At present, the number of retail outlets to which the company supplies products is increasing and sales have been steadily growing.

With the launch of Yakult at major retail chains in the Midwest and other areas, Yakult U.S.A. will expand its sales area in the U.S. and plans to further grow its sales.

An outline of the sales plan for the Midwest and other areas in the U.S. is as follows:

1. Product: Yakult and Yakult Light
2. Size/Package: 80 ml polystyrene bottles; 5 bottles per package
3. Suggested retail price: \$2.99/5 bottle package (about 308 yen)  
\*\$1 = 102.96 yen (the rate as of June 30, 2016)
4. Start of sales: Beginning of July 2016
5. Sales area: Primarily in the Midwestern U.S, to be gradually expanded.
6. Sales channel: Store sales through supermarkets and other retail stores.

### [Reference]

#### 1. Profile of Yakult U.S.A. Inc.

- Company name: Yakult U.S.A. Inc.  
(a wholly owned subsidiary of Yakult Honsha Co., Ltd.)
- Capitalization: \$124,600,000
- Location: Fountain Valley, California
- Representative: Michio Shimizu
- Employees: 96
- Sales: about 228,000 bottles/day (average for 2015)

#### 2. Overview of the U.S.

- Population: about 387.5 million  
(as of April 2010, United States Census Bureau)
- Area: about 9.63 million square kilometers (about 25 times Japan)
- Capital: Washington, D.C.
- Currency: \$1 = 102.96 yen (the rate as of June 30, 2016)