

Yakult Group Advertising Policy

The Yakult Group operates its business globally under the 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.”

To realize this philosophy, the group shall increase the engagement of its corporate and product brands with consumers through highly appealing communication policies developed for the changing media environment.

1. Response to the changing media environment
2. Improvement of brand recognition and favorability through highly appealing advertising expressions
3. Promotion of communication activities which comply with laws and regulations and also consider the SDGs

For responsible advertising activities

As a company that operates globally, the realization of responsible advertising is extremely important.

To realize a sustainable society which “leaves no one behind,” a basic tenant of the SDGs, the Yakult Group shall carry out advertising activities that take the 17 SDGs into consideration.

The group also shall deploy advertising that complies with marketing-related laws and regulations applicable in the countries and regions where it conducts business, as well as international standards and the Yakult Ethical Principles and Code of Conduct.

- Examples of international standards the Yakult Group complies with
 - ICC Advertising and Marketing Communications Code by International Chamber of Commerce (ICC)
 - ICC Framework for Responsible Food and Beverage Marketing Communications

In order to comply with the international standards mentioned above, the Yakult Group ensures the following:

- The group shall not use defamatory or discriminatory expressions in advertising

and communications. It shall also create advertisements based on internal rules and related laws and regulations so as to avoid accepting or encouraging excessive consumption, misleading customers, or using confusing indications. The group shall present advertisements using appropriate methods, contents, expressions, and designs.

- The Yakult Group shall comply with related laws and regulations in respective countries and the rules regarding health claims pertaining to the offering of information and claims related to the safety of products and nutritional and health benefits and offer such information and claim benefits based on scientific evidence.
- The group shall also accurately indicate material characteristics such as taste, size, safety of the contents, and nutritional and health benefits.
- For fair and responsible advertising and communications, the Yakult Group shall check in advance and carry out internal audits of the contents of information to be disseminated through media such as TV, radio, newspapers, magazines, the internet, social media, transportation advertisements, fliers, and point-of-purchase advertisements. In addition, the group will carry out external audits for each advertising media.
- The Yakult Group shall establish a necessary promotion structure for compliance with related laws and regulations and international norms by offering training to executives, employees, etc. and distributing educational materials to them.

Further, the Yakult Group shall ensure the following as consideration primarily for children below 12 years old.

- From the perspective of respecting and promoting children's rights, the Yakult Group shall not engage in inappropriate advertising or communications that would have a negative impact on children or that take advantage of the lack of knowledge or experience of children as well as their curiosity, imagination, and developmental characteristics.
- To promote and realize healthy and regular diet and lifestyle among children, the Yakult Group shall give considerations not to use expressions that go against related public guidelines.

Established: March 30, 2021

* The definition of advertising in the Yakult Group Advertising Policy is as follows.

It denotes overall communications carried out by the Yakult Group to promote sales and enhance recognition by conveying information regarding its products, services, and organization to

consumers and society.

Advertising media includes the following content.

- All paper-based media (newspapers, magazines, books, printed advertisements in public places)
- All broadcast media (TV, radio)
- All non-broadcast and digital media (the Yakult Groups own or third-party websites, social media, mobile and SMS advertising, native advertising, video games, applications, CDs, DVDs)