Yakult’s desire is to help people around the world lead healthy and happy lives. We will continue working to make that a reality with products that benefit people’s health and initiatives that work towards a sustainable society.

In this Communication Book you will find information on our business activities, contribution to SDGs*, initiatives within the three areas of CSR**, and the initiatives throughout the world that characterize Yakult. We hope that this Communication Book conveys Yakult’s true dedication to its global CSR activities.

* SDGs: Sustainable Development Goals (see p. 5)
** CSR: Corporate Social Responsibility

The passion that lives on in the Yakult Group

Yakult’s founder, Minoru Shirota, a Doctor of Medicine, began his medical studies in 1921 at Kyoto Imperial University (now Kyoto University). At the time, Japan had yet to achieve economic prosperity, and unsanitary conditions caused large numbers of children to die of infectious diseases.

Disturbed by that reality, Dr. Shirota, while still a medical student, set his sights on the field of preventive medicine, which aims to help people avoid sickness rather than treating diseases after they occur, and started down the path of microorganism research.

In his research, Dr. Shirota discovered that lactic acid bacteria were effective in suppressing harmful bacteria within the intestines. He later became the first to successfully strengthen and culture a strain of lactic acid bacteria, which is now known as Lactobacillus casei strain Shirota.

Dr. Shirota, together with volunteers, then developed an inexpensive, good-tasting beverage, so that as many people as possible could benefit from Lactobacillus casei strain Shirota, which reaches the intestines alive and promotes intestinal health. That is how the Yakult fermented milk drink was born in 1935.

Dr. Shirota dedicated himself to helping protect the health of people throughout the world. His passion, ideas and relentless spirit of inquiry live on today.

Shirota-ism — The root of our business

At Yakult, these ideas of Dr. Shirota are referred to as Shirota-ism and serve as the root of all of our business activities.

Preventive medicine

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

A healthy intestinal tract leads to a long life

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

A price anyone can afford

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

Yakult CSR Communication Book Contents

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Message

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In this Communication Book you will find information on our business activities, contribution to SDGs*, initiatives within the three areas of CSR**, and the initiatives throughout the world that characterize Yakult.

Under our slogan of “In order for people to be healthy, everything around them must also be healthy,” and as a company creating products that benefit health and leading initiatives that strive towards a sustainable society, we view our corporate activities themselves as CSR, and directly related to achieving each SDG. We believe that the philosophy of SDGs — “leave no one behind” — has connections to Shirota-ism, the root of Yakult’s business.

Moving forward, in order to grow as a company and realize a sustainable society, it is important to have close communication with our customers and other stakeholders and further advance our CSR activities.

We hope that this Communication Book conveys Yakult’s true dedication to its global CSR activities.

Takashige Negishi
President and Representative Director

* SDGs: Sustainable Development Goals (see p. 5)
** CSR: Corporate Social Responsibility
Yakult Group in Numbers

The Yakult Group is delivering good health to people in 40 countries and regions worldwide. We introduce our characteristics in numbers here.

**Yakult’s founding**
1935

Since being introduced to the market in 1935, Yakult has become known worldwide over its more than 80-year history. The Yakult Group has made a number of research achievements in the pursuit of life science.

**Countries and regions we cover**

We cover about one-third of the world population, and will continue to expand our presence.

**Marketing population in countries and regions where we operate**

2.2 billion

We cover about one-third of the world population, and will continue to expand our presence.

**Participants in plant tours**

See p. 11-12

Japan

280,000 participants

Outside Japan

560,000 participants

Our plants worldwide hold tours for visitors to enjoy sampling the delicious taste of the Yakult fermented milk drink and learning about its history and why it is good for health.

**Number of dairy product bottles consumed each day worldwide**

40.67 million bottles

Of which 9.54 million are consumed in Japan

The Yakult fermented milk drink is sold in 40 countries and regions worldwide.

**Maximum number of lactic acid bacteria per bottle**

100 billion

(as of October 2018)

Yakult 1000* released in October 2019 has 1 billions of Lactobacillus casei strain Shirota per milliliter, maximum among Yakult series.

* Initial sale launched in seven prefectures in Kanto region, Japan

**Number of Yakult Ladies worldwide**

80,000

Over 80,000 Yakult Ladies are delivering good health worldwide.

**Yakult Ladies’ community support initiatives**

See p. 15

**Promoting health through sports**

See p. 16

**Yakult Girls’ community support initiatives**

See p. 15

**Participants (Clinics)**

1,014 (10)

Participants (Lectures)

4,201 (24)

Participants (Baseball clinics)

2,800

Participants (Tsubame baseball clinics)

38,000

Yakult Ladies visited

elderly people at home

Yakult Ladies conducted the activities in cooperation with

878 local governments, and police and fire departments nationwide

(Fiscal 2018)

**Participants (Lectures)**

Japan

290,000 (4,000)

Outside Japan

3,160,000 (41,000)

(Fiscal 2018)

**Health-related lectures**

Participants

Japan

370,000 (12,500)

Outside Japan

6,560,000 (120,700)

(Fiscal 2018)

**Guest lectures**

Participants

Japan

(Fiscal 2018)

290,000 (4,000)

Outside Japan

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In the past, Yakult was filled in a glass bottle.

Since being introduced to the market in 1935, Yakult has become known worldwide over its more than 80-year history. The Yakult Group has made a number of research achievements in the pursuit of life science.

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(Fiscal 2018)
Yakult Group’s Actions for SDGs

What are the SDGs?

The world is currently facing a number of economic, social and environmental issues. It has been pointed out that, if the current rate of population growth and global consumption continues, by the year 2030 humanity will need the equivalent of two Earths to sustain itself.

The Sustainable Development Goals (SDGs) were adopted at the September 2015 United Nations Summit to ensure that we do not push the Earth beyond its limits, while also aiming to eliminate poverty and create a society which “leave no one behind.” There are 17 goals and 169 specific associated targets to be achieved by 2030.

Achieving these goals requires not only the cooperation of national and regional governments, but also of corporations and civil society.

Yakult’s three key areas of CSR and their connection to the SDGs

The Yakult Group conducts business activities based on its 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.” Furthermore, believing that everything on the Earth must be healthy, from water, soil and air to plants and animals including people, we established our corporate slogan — “In order for people to be healthy, everything around them must also be healthy.” We have also operated our business based on our convictions to support solving local issues and establish trust with local communities.

Against this backdrop, we have defined our three key areas of CSR: health, local communities, and the environment.

These three key areas of CSR and their connection to the SDGs are shown in the illustration on the right.

Achieving the SDGs through these initiatives

 Dispatching guest lecturers and health-related lectures to support healthy and enjoyable lifestyles

Employees from Yakult Honsha branches and marketing companies in each region of Japan visit elementary schools and other locations, where they use scale models and explain in simple terms things like the important role of the intestines and proper daily habits conducive to good bowel functions.

For adults, marketing company employees in each region give health-related lectures at Yakult centers (Yakult Lady sales hubs) and community facilities on a wide variety of topics including the importance of the intestines, probiotics, and seasonal ailments.

Yakult Ladies worldwide

Yakult is well known for the Yakult Ladies who deliver products to homes and offices. Started in 1963, this unique home delivery system has since expanded around the world and become a powerful driver in the expansion of our business.

In regions where women’s social advancement is not as well-progressed as other areas of the world, we support their employment with detailed follow-ups. You can find Yakult Ladies active in regions around the world.

Measures to promote recycling of containers and packaging

At Yakult Honsha plants and bottling companies we have introduced environmentally conscious equipment and LED lighting, and promoted efficient production to reduce CO₂. We are also actively adopting solar power, a clean, renewable source of energy.

In addition, we hold tree-planting activities every May in 14 locations around Japan.

Awarded the SDGs Partnership Award at the second Japan SDGs Award

In December 2018, Yakult Honsha received a Special Award (SDGs Partnership Award) at the second Japan SDGs Award.

This award was presented in recognition of Yakult’s longstanding contribution towards healthy lifestyles around the world through the production and sale of fermented milk drinks, as well as extending the Yakult Lady home delivery system, allowing health-related information to be disseminated with the delivery of products, from its inception in Japan to other countries where it contributes to people’s health and happiness, while also raising health awareness and contributing to employment and the empowerment of women.
Yakult Group's Business and SDGs

From research and development to the product you receive at home, Yakult is engaged in a variety of activities in the aim to realize 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.”

**R&D**

We undertake research to realize the concepts of preventive medicine and the idea that a healthy intestinal tract leads to a long life, and are applying research results in the development of food and beverages, pharmaceuticals, and cosmetics.

**Procurement**

We procure raw materials such as skimmed milk, sugar, flavoring agents through fair trade.

**Sales**

Besides the products themselves, we also provide customers with accurate product information as well as information useful for maintaining health.

**Logistics**

By ensuring eco-driving (fuel-efficient driving) and choosing delivery methods that have reduced environmental impacts, we are reducing the amount of CO₂ emissions deriving from product shipments.

**Production**

We use finite resources efficiently and employ environmentally conscious methods to manufacture high-quality products that are safe and offer peace of mind to customers.
Aiming to be a health support company promoting active and healthy lifestyles

Yakult Nara Sales Co., Ltd. delivers products to people throughout Nara Prefecture. We are showcasing their activities promoting health in the local community, such as health-related lectures and dispatching guest lecturers, encouraging people to learn about health in an enjoyable way.

Message from the President

At our sales centers and all over the town, we disseminate accurate information about health and the value of our products.

Based on the idea of being “a health support company engaged in the local communities,” Yakult has been our management slogan since 2007. We conduct activities to disseminate the value of the products that we deliver. We are also focusing on providing health information, through health-related lectures for adults and dispatching guest lecturers for children, giving over 700 talks per year.

We have special seminar rooms at our sales centers* where we provide health information in a wider sense, including topics like diet and exercise. Since 2015, we have also hosted Yakult Health Forums for our local customers at external facilities. These forums are held popular each time, with lectures given by university professors and a variety of health-related information such as Music.

To support our customers’ health, it is important for our workers to be healthy and serve. We offer fully subsidized breast cancer screening for our Yakult Ladies.

We are introducing on employees’ health promotion activities in line with the Yakult Health Insurance Association’s “Health-focused Company Declaration.” Our employees and Yakult Ladies will continue to act as a “health support team,” contributing to health promotion in the local communities.

Donations to municipalities

The company makes donations to cities, towns and villages to help maintain and improve the health of the people in their community.

In 2018, it donated 3 million yen to Nara City and 500,000 yen to Exq. City, and will continue to make donations in the future.

Crime prevention agreement with the police

With the growing number of elderly people living alone in Nara Prefecture, cases of fraud targeting these people are on the rise. Yakult Ladies travel around the local area delivering products to people at home, which in itself has a crime prevention effect. As a further step of keeping the communities safe, Yakult Nara Sales has signed crime prevention agreements with local police stations, where Yakult Ladies take part in crime prevention seminars organized by the police, and distribute crime prevention leaflets and stickers to customers to raise awareness.

The company also works with local municipalities on crime prevention activities.

Crime prevention agreements

Yakult Ladies receiving certification from Nara Police Station

[As of March 2019]

Yakult Nara Sales Co., Ltd.

Yoshihiko Higuchi (certified health specialist) Leader Customer Satisfaction Promotion Department

Yayoi Yamamichi Customer Satisfaction Promotion Department

We hope Yakult will continue its activities as a model company for promoting people’s health in communities

From people in the community

Yakult’s health-related lectures use humor to make their points effectively, so people can participate and have fun. For example, they introduce simple and easy-to-learn stretching exercises that take less than a minute, and they teach these in a fun way. There are various programs, so no matter how many times you participate, you won’t get bored. These classes are very popular, and we hope they will continue.

From Nara Municipal Government

As part of the Nara City Food Education Network, Yakult Nara Sales holds numerous health-related lectures at various places including schools each year. These feature qualified people such as registered dieticians and certified health specialists as lecturers, and have an excellent track record with a strong support system.

In March 2018, the company donated 1 million yen to Nara City. This money was used to fund a survey of high school students about their awareness on healthy eating habits and to produce an educational leaflet on the issue.

In addition to continuing these activities and sharing their expertise with other groups, we hope that the company will collaborate with other groups, making use of their experience in engaging with people of all ages, from children to elderly people.

Participatory programs where kids have fun learning about digestive health

I visit elementary schools, kindergartens, nurseries and after-school children’s centers to talk about digestive health. I make the talks fun with activities the children can join in, like calling for the characters before watching Yakult Man animations, and singing a Yakult Man song with simple movements. I sometimes get letters from children, and I am delighted to receive comments like “I would like to work for Yakult like you.”

From a Yakult Lady

For the health and happiness of my customers

Making customers smile with enjoyable and beneficial health-related lectures

I give health-related lectures in response to requests from groups such as senior citizens’ clubs and women’s associations. After many years of experience, I have found that people like having a conversation, rather than listening to an explanation. So I devise ways of conversing in a Q&A format, or conveying the information in the form of a story instead of just giving health facts one by one. I am really happy when I get comments like “I’ve never laughed as much as I did today!” I also get asked tricky questions about health, and do my best to give accurate answers as a certified health specialist.

From Nara Kintetsu Taxi Co., Ltd.

Cooperation: Nara Kintetsu Taxi Co., Ltd.

These taxis are so Instagrammable that they hit the community.

In 2018, Kagawa and Nara City’s Mio Mio taxis in Nara City covered in illustrations of Yakult like you.”

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From Kuzumoto-cho Residents’ Association

President Hidekazu Kawai

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Plant tours are a valuable chance to fully explain our company’s philosophy, products and production process to people who are interested in the Yakult Group. We aim to make our plants in diverse areas open to tours, so people can have fun learning about Yakult’s philosophy and production process.

Since production began in 1996, Yakult Europe’s plant in Almere, the Netherlands has welcomed over 200,000 visitors. Business partners are regularly invited to visit, as well as general consumers like schoolchildren and local residents. Employees act as tour guides, explaining each step in the production process during the tour which takes around an hour and a half. A special viewing corridor allows visitors to see the production lines up close.

Tours for visitors to enjoy learning about Yakult

Through these tours, we will continue to build relationships of trust with consumers, business partners and other stakeholders.

Almere Plant, Yakult Europe B.V.

Tour route at the Almere Plant

1st floor: entrance

Visitors meet in the entrance hall and are welcomed by the tour guide.

2nd floor: viewing corridor

Quality control room

The tour of the production facilities starts at the quality control room. We explain the production process and our strict quality controls. We also introduce the ingredients used to make the Yakult fermented milk drink, and visitors can observe Lactobacillus casei strain Shirota under a microscope.

Collection room

We explain the fermentation process, and visitors can see the large-capacity tanks up close.

Filling room

Visitors can watch the high-speed filling process.

Providing Yakult to food banks

Yakult Europe B.V. provides products that are reaching their sell-by date to V.A.A. an organization that operates food banks in Almere, The Netherlands. In 2018 the company donated a total of 21,840 bottles.

At Yakult (Malaysia) Sdn. Bhd., where production began in 2004, the plant’s annual festival provides both fun and learning, with Japanese-style events and food stands. In addition to a sushi-making workshop and a costume contest, it features Japanese fermented milk drinks, and visitors can observe Lactobacillus casei strain Shirota. At Yakult plants around the world, we showcase the tour program at Yakult Europe’s Almere Plant.

At Yakult plants around the world, we have developed technologies to manufacture safe and high-quality products that offer peace of mind, and these technologies have been implemented at our production sites around the world. Our business is rooted in the local community, based on the concept of local production and local sales, and we consider plant tours to be an important way of communicating with the local communities. Here, we showcase the tour program at Yakult Europe’s Almere Plant.

Our efforts to achieve the SDGs

8: We have our employees act as tour guides for plant tours, aiming for increased evaluation and sense of responsibility in their work.

12: We encourage visitors’ awareness of sustainable consumption and lifestyles by manufacturing safe and high-quality products in an environmentally sustainable way by providing information about this.

4: We help visitors deepen their understanding of our products and the production process and provide accurate health information.

6: We have our employees act as tour guides for plant tours, aiming for increased evaluation and sense of responsibility in their work.

At our plants in Japan, we have developed quality products that offer peace of mind, and are welcomed by the tour guide.

TOPIC

Festivals show appreciation to the community

Yakult plants around the world hold their own festivals. At Yakult (Malaysia) Sdn. Bhd., where production began in 2004, the plant’s annual festival provides both fun and learning, with Japanese-style events and food stands. In addition to a sushi-making workshop and a costume contest, it features traditional Japanese festival games such as yo-yo fishing and ball scooping, and food stands selling Japanese snacks. It also includes a tour of the plant, and in a great success every year.

In addition to deepening interaction with customers and the local communities, this is a valuable opportunity to show people how Yakult is produced safely, and to promote the scientific value of Lactobacillus casei strain Shirota, leading to an enhanced brand image.

Comments from visitors

I am glad I was able to join the tour at the plant. I was very impressed by the highly safe production process. I am studying about microorganisms, so the explanation was useful.

I think the story of how Yakult strives to create value in society is very clear and beautiful. It is very interesting that the Yakult fermented milk drink is sold everywhere in Europe.

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Coexisting with nature and producing in harmony with the environment

Yakult Okayama Wake Plant Co., Ltd. is a dairy product plant that opened in 2014. Here we introduce their eco-conscious initiatives and other activities.

Message from the President

We strive to further reduce our impact on the environment with improved production efficiency and greater environmental awareness among employees.

Located in an area with abundant nature, the Yakult Okayama Wake Plant is responsible for everything from mixing and filling to packaging and shipping of dairy products. We maintain a high level of product quality and safety based on HACCP,*1 ISO 9001,*2 and ISO 14001.*3

Our efforts to achieve the SDGs

Along with manufacturing safe and high-quality products, efficient production and environmentally conscious equipment has helped reduce CO2 emissions, waste, and water usage. We also contribute to conserving biodiversity with cleanup activities around the plant and appropriate wastewater treatment.

Basic information

Yakult Okayama Wake Plant Co., Ltd.

President and Representative Director
Hirosuke Miyoshi

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13 Yakult CSR Communication Book 2019

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The plant is engaged in creating comfortable environments where people can work comfortably. Ventilation equipment and air conditioning has been installed in the molding room where Yakult containers are produced to maintain a comfortable room temperature. In the filling room, where containers produced in the molding room are filled with the Yakult liquid and sealed, the noise level has been lowered by installing acoustic absorbers on the walls.

For employees’ health

To benefit the mental and physical health of employees, the plant holds various health-related workshops, promotes cancer screenings, and is engaged in mental health care through active communication. In June 2018 the plant was awarded silver certification as a company promoting health by the Tokyo Federation of the National Federation of Health Insurance Societies.

The plant also contributed to the establishment of the Wake Town Health Promotion Plan, where they introduce active communication. In June 2018 the plant was awarded silver certification as a company promoting health by the Tokyo Federation of the National Federation of Health Insurance Societies.

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For better working environments

using various kinds of eco-conscious equipment has allowed the plant to reduce CO2 emissions in production. In addition to switching to energy-saving molding equipment, the plant utilizes thermal storage systems to coat production processes, using energy stored from the nighttime hours to contribute to peak load shifting. LED lighting is used almost all rooms, and motion sensor switches have been installed to lighting in low-traffic areas.

Solar panels are installed on the front wall of the office building, parking lot roof, and roofs of the office and production facilities. The plant has achieved efficient power generation leveraging the many days of sunshine in the region.

For more information on our plant wastewater treatment using Yakult filter material, see https://www.yakult.co.jp/en/yakult/ environment/water/.*

Saving power by improving machine production efficiency.

Utilizing renewable energy (Solar power)

Highlight 1

Solar panels are installed on the front wall of the office building, parking lot roof, and roofs of the office and production facilities. The plant has achieved efficient power generation leveraging the many days of sunshine in the region.

Highlight 2

Reducing CO2 emissions (installing energy-saving equipment)

Using various kinds of eco-conscious equipment has allowed the plant to reduce CO2 emissions in production. In addition to switching to energy-saving molding equipment, the plant utilizes thermal storage systems to coat production processes, using energy stored from the nighttime hours to contribute to peak load shifting. LED lighting is used almost all rooms, and motion sensor switches have been installed to lighting in low-traffic areas.

Highlight 3

High-level wastewater treatment and reduced water usage

Cleaning water and other wastewater generated in production is treated using highly-concentrated anaerobic processing and Yakult filter material.* Water discharged into river systems is controlled based on Yakult’s voluntary standards that are more stringent than the standards stipulated by laws and regulations.

Wastewater collected in the plant treatment facility and some wastewater is filtered and stored for generating green power at the plant, reducing actual water usage.

Highlight 4

Comprehensive waste separation and recycling

In an initiative aimed at zero waste to the environment, waste is separated by type, such as paper, aluminum, and plastic, and then recycled.

Highlight 5

Tree-planting activities

The plant participates in Japan’s Green Wave biodiversity campaign every year, and planted Yoshino cherry trees in 2017 and 2018.

* Yakult filter material: Yakult containers with the bottoms removed. Microorganisms inhabiting this material break down contaminants in the water.

From the Environmental Promotion Committee

We are striving to reduce CO2 emissions, waste, and water usage, and have set forth an environmental plan based on the Yakult Honsha CSR Action Plan. In addition to cleaning up the areas around the plant and nearby Yoshii River, we hold training for all employees about environmental laws, raise awareness of environmental responsibility during operations, and also enhance awareness of the environmental impact the plant has on the local region by conducting educational training using a hypothetical scenario where harmful substances have leaked into the river.

For better working environments

The plant is engaged in creating comfortable environments where people can work comfortably. Ventilation equipment and air conditioning has been installed in the molding room where Yakult containers are produced to maintain a comfortable room temperature. In the filling room, where containers produced in the molding room are filled with the Yakult liquid and sealed, the noise level has been lowered by installing acoustic absorbers on the walls.

For employees’ health

To benefit the mental and physical health of employees, the plant holds various health-related workshops, promotes cancer screenings, and is engaged in mental health care through active communication. In June 2018 the plant was awarded silver certification as a company promoting health by the Tokyo Federation of the National Federation of Health Insurance Societies. The plant also contributed to the establishment of the Wake Town Health Promotion Plan, where they introduce active communication. In June 2018 the plant was awarded silver certification as a company promoting health by the Tokyo Federation of the National Federation of Health Insurance Societies.
We’re on Our Way! Yakult Group’s CSR Activities

We are involved in all kinds of CSR activities, all around the world. Here, we introduce the main initiatives and achievements in each region in fiscal 2018.

Food and nutrition education lectures on trams (Yakult Kagoshima Sales Co., Ltd.)

With the cooperation of Kagoshima City Transportation Bureau, Yakult Kagoshima Sales held lectures on food and nutrition education on board trams in Kagoshima City. They used the company’s guest lecturer dispatching program to explain healthy eating habits conducive to good bowel functions. The decorated trams attracted a lot of attention in the city.

Intestinal health lectures at Chiba Prefectural School for the Blind (Yakult Chiba Sales Co., Ltd.)

As this was ‘Yakult Chiba Sales’ first visit to a school for visually impaired students, they held discussions with the school in advance, then adapted the talk by making the text larger on the presentation slides, and getting the school to write out the information in Braille. After the visit, the company received letters of thanks from the students written in Braille.

Tours for journalists from outside Japan (Yakult Honsha Co., Ltd.)

Since 2004, we have been running a tour program for journalists from regions where we operate, allowing them to visit Yakult Honsha to find out about the functions of probiotics, Japanese food customs, food and nutrition education, and our business. In 2018, a total of 19 journalists from eight countries took part in the program.

Fourth Yakult kids picture contest (Yakult Saitama Hokubu Sales Co., Ltd.)

This contest invites the children of Yakult Ladies, from the age of one to pre-school age, to draw pictures on the theme of “My working moms.” Prizes were awarded to 10 children, who enjoyed a parents-and-kids yoga class after the prize ceremony.

Supporting Hiroshima Prefecture’s breakfast promotion project (Yakult Yamaguchi Ken Tobu Sales Co., Ltd.)

Hiroshima Prefecture is implementing a project to provide free breakfast to elementary school children. It aims for ensuring that all children eat breakfast to keep healthy circadian rhythm and eating habits and preparing a learning environment for better achievement. In response to this issue, the company provided Yakult 450 to the project.

Supporting health promotion and children’s healthy development

Together with the Yakult baseball team, we hold various sports activities at Yakult Honsha and marketing companies.

• Ball-throwing clinics
• Running clinics
• Yakult Junior Cup
• Junior track and field clinics
• Baseball clinics
• Tokyo Yakult Swallows Cup (Junior rubber baseball tournament in Tokyo’s 23 wards)

Support for victims of the Hokkaido Eastern Ibari Earthquake (Yakult Sapporo Sales Co., Ltd.)

Yakult Sapporo Sales provided Yakult products to evacuation shelters set up in Sapporo City after the Hokkaido Eastern Ibari Earthquake that occurred in September 2018. The following February, the company received a letter of gratitude from Sapporo City.

Oldest Yakult Lady retires at the age of 96 (Yakult Shonan Sales Co., Ltd.)

Since the introduction of the Yakult Lady system in 1963, we have supported women’s social advancement. Ms. Ozawa, who retired in March at the age of 96, had been a Yakult Lady for 56 years. At her retirement party, she said, “My greatest wealth was being able to meet such wonderful customers.”

Fifteen years of cleaning activities at Enoshima beach (Shonan Cosmetics Plant)

Yakult Honsha, marketing companies and plants are all actively involved in local cleanup activities. The Shonan Cosmetics Plant has taken part in the Zero Trash Clean Campaign at Enoshima beach for 15 years running. This also deepens ties with the local communities.

Creating enjoyable working environments and encouraging work-life balance

We strive to create working environments where every employee can be healthy and active.

• Yakult Honsha has received "White 500" certification for two consecutive years, for proactively promoting employee health and productivity management.

2018 Yakult World Convention (Yakult Honsha Co., Ltd.)

The Yakult Group holds a World Convention every three years to recognize the achievements of our employees and Yakult Ladies who deliver good health to our customers, and to strengthen the bonds within the Group. In 2018 we held the meeting in Kyoto, a place closely connected to our founder Dr. Shiratori, with around 2,700 participants. This was an opportunity to reaffirm our contribution to a healthy society and the growth of the Group for the future.
Yakult Australia supports mini rugby games to introduce children to rugby during half-time at games of the local rugby team, the Melbourne Rebels. 88 children took part in 2018. The company also collected donations on the Melbourne Rebels’ Yakult Match Day raising a total of 11,000 Australian dollars (approximately 600,000 yen) for local hospitals.

Recognition for outstanding students at polytechnics* (Yakult (Singapore) Pte., Ltd.)

Singapore is well known globally for having a high level of education, but struggles with the issue of top students moving to other countries to seek education. As a company rooted in the local area, Yakult Singapore provides awards to students achieving top grades at polytechnics, encouraging them to seek employment with a local company after they graduate.

Support for regions in poverty (Guangzhou Yakult Co., Ltd.)

There are many impoverished regions in China where it is difficult for government support to reach, such as mountainous areas and rural agricultural communities, as well as children who are left alone at home while their parents work away from home in urban areas of the country. In cooperation with Shenzhen University, since 2008 Guangzhou Yakult has been holding activities to support children at elementary and junior high schools in underserved regions. In 2018, the company employees participated in activities held at three schools in the Shenzhen region and three in Guangzhou.

Doing away with plastic straws (Yakult (Malaysia) Sdn. Bhd. and Yakult (Singapore) Pte., Ltd.)

A worldwide movement has emerged to reduce the use of plastic. In Malaysia and Singapore, we have removed plastic straws from the packaging of products.

Planting trees and reducing poverty in local communities (P.T. Yakult Indonesia Persada)

Deforestation has become a serious issue in Indonesia. Poverty is one factor contributing to the destruction of forests by illegal logging, increasing the risk of disasters from river flooding and landslides. Yakult Indonesia has been carrying out activities to plant trees in the area around our plant, and to reduce that region’s poverty in local farming communities. In 2018 we donated 16,000 seedlings to NGOs, and 100 wells to local communities.

“Million Trees Project” (Yakult China Group)

Since 2010, the group has participated in a public afforestation initiative in the Inner Mongolia-Autonomous Region, contributing to combating desertification. During these four years, 8,000 trees have been planted, with an average survival rate of 67.85%, according to an NGO study.

Switching from plastic film to paper packaging (Yakult Europe B.V.)

Yakult Europe B.V. has switched to paper carton packaging in 100% of its regions instead of plastic shrink film. This has reduced the use of plastic film by approximately 12,441 kg per year.

Sponsoring a Super Rugby team (Yakult Australia Pty. Ltd.)

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Learning support combined with social studies visit (Yakult Danone India Pvt. Ltd.)

In collaboration with the Japanese Language Teachers’ Association of India in Delhi, Yakult Danone India provided learning support to a total of 103 Indian students learning Japanese and their teachers, combined with a social studies visit. The company invited the students and teachers to visit the Yakult Danone India plant, where they explained the business and the role of the plant, the benefits of Yakult products and the importance of healthy intestines, using simple Japanese. After the plant tour, the students produced posters and reports.

The Americas / Europe

Compliance and respect for human rights in employment interview (Yakult U.S.A., Inc.)

Yakult U.S.A., which is in a multi-ethnic country, has developed a manual for employment interviews with guidelines on questions to use and avoid. The company conducts interviews with extreme caution in order to ensure that applicants do not feel discrimination by avoiding questions which are not relevant to the job, such as questions about religion or place of birth.

Questions to use and avoid during a job interview (sample)

<table>
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<tr>
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| Statement of company policy restricting family / relatives from working together | Gender, marital status, family status | Questions about gender, marital status, children and spouse /
|                               |                           | questions about the timing of religious observances |
|                               |                           | Questions about age, pregnancy, children and spouse /
|                               |                           | questions about the timing of religious observances |

Meeting legal target for employment of people with impairment (Yakult S/A Ind. E Com. (Brazil))

In Brazil, companies must maintain an employment rate of 2% to 5% for people with impairment, depending on the total number of employees, but only around 40% of companies actually achieve this target. Yakult Brazil established a committee for employment of people with impairment in 2016. As a result of implementing measures such as accessible workplaces and reduced working hours, in 2018 the company had 132 employees with impairment, over 5% of the total.

Orphanages in Mexico often rely on government funding and donations, so facilities are out of date and results are of a minimal standard. Yakult Mexico visits orphanages to help with health promotion. In 2019, 108 visits were made to 47 orphanages.

Health-related lectures addressing local issues (Yakult S/A Ind. E Com. (Brazil))

Nutritionists give health-related lectures at support facilities for the elderly, children’s and youth groups, and junior and senior high schools. Participants have given feedback such as “This is a wonderful project to provide nutritional information to underprivileged families” and “I now understand the importance of the health of the intestines.”

"Questions to use and avoid during a job interview" (Yakult U.S.A., Inc.)

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We're on Our Way! Yakult Group’s CSR Activities

Pink Ribbon campaign with the Ministry of Health (Yakult Vietnam Co., Ltd.)

In collaboration with the Vietnamese Ministry of Health, Yakult Vietnam supports the Pink Ribbon campaign headed by the National Cancer Hospital of Vietnam. Awareness of breast cancer is still low in Vietnam, so it is very important to promote breast cancer prevention awareness and screening. In 2018, the company supported awareness campaigns and breast cancer screening for 10,000 people, and donated 384 million dong (approximately 2 million yen).

Recognition for outstanding students at polytechnics* (Yakult (Singapore) Pte., Ltd.)

Singapore is well known globally for having a high level of education, but struggles with the issue of top students moving to other countries to seek education. As a company rooted in the local area, Yakult Singapore provides awards to students achieving top grades at polytechnics, encouraging them to seek employment with a local company after they graduate.
Please find the Yakult CSR Report 2019 (64 pages) by using the above QR code.

This book was printed using environmentally conscious vegetable ink and a waterless printing process to prevent the emission of hazardous liquids during printing.