

## **Yakult China and Guangzhou Yakult to Start Selling *Yakult Muscat Grape Flavor***

**TOKYO, April 11, 2025** - Yakult Honsha Co., Ltd. (President: Hiroshi Narita) today announced that its overseas subsidiaries Yakult (China) Corporation and Guangzhou Yakult Co., Ltd. will begin selling in stages *Yakult Muscat Grape Flavor* starting on April 16, 2025.

Yakult (China) and Guangzhou Yakult aim to attract the interest of as many customers as possible by introducing popular flavors to *Yakult* products and creating more opportunities for them to try our products. At the same time, the companies aim to increase the sales of *Yakult* products overall with the launch of the new flavor. *Yakult Peach Flavor (Iron Plus)* introduced in May 2024 has been well-received in the market, and the Yakult Group will further increase the presence of *Yakult* products in the fermented milk drink section of retail stores with the launch of *Yakult Muscat Grape Flavor*.

Moreover, in light of consumers in China paying greater attention to health in recent years, the Company added calcium and vitamin D to *Yakult Muscat Grape Flavor* in addition to the 10 billion units of Yakult's proprietary *Lactobacillus casei* strain Shirota to contribute to enhancing the health of customers.

Sales plans for *Yakult Muscat Grape Flavor* at Yakult (China) and Guangzhou Yakult are as follows:

1. Product name: *Yakult Muscat Grape Flavor* (English name)  
Yakult (China) area: 養樂多活菌型乳酸菌乳飲品 (青提味)  
Guangzhou Yakult area: 益力多牌乳酸菌乳飲品 (青提味)
2. Size and package: Packages of five 100 ml bottles
3. Suggested retail price: Yakult (China) area: 13.0 yuan (267.67 yen) per package  
Guangzhou Yakult area: 12.0 yuan (247.08 yen) per package  
(Exchange rate as of the end of March 2025: 1 yuan = 20.59 yen)
4. Start of sales: Yakult (China) area: April 21, 2025, through home delivery and online  
April 25, 2025, at retail stores  
Guangzhou Yakult area: April 16, 2025, through home delivery  
April 21, 2025, at retail stores and online
5. Sales channel: (1) Home delivery by Yakult Ladies  
(2) Retail stores including hypermarkets, supermarkets, and convenience stores  
(3) Online stores
6. Sales target: 597,000 bottles per day  
(daily average sales from April through December 2025)  
[Breakdown]  
Yakult (China): 345,000 bottles per day  
Guangzhou Yakult: 252,000 bottles per day



Yakult (China): 養樂多活菌型乳酸菌乳飲品 (青提味)



Guangzhou Yakult: 益力多牌乳酸菌乳飲品 (青提味)

## [Reference]

## 1. Profile of Yakult (China)

- (1) Name: Yakult (China) Corporation
- (2) Capitalization: 1,491.52 million yuan (as of the end of January 2025)  
(wholly owned by Yakult Honsha Co., Ltd.)
- (3) Location: Shanghai, People's Republic of China
- (4) Representative: Noriyuki Umehara
- (5) Established: April 2005
- (6) Start of operations: April 2007
- (7) No. of employees: 2,254 (as of the end of January 2025)
- (8) Sales performance: 2,593,000 bottles per day  
(average for the January–December 2024 period  
[preliminary], including sales by Shanghai Yakult Co., Ltd.)
- (9) Sales area: Mainland China other than Guangdong and Hainan Province

## 2. Profile of Guangzhou Yakult Co., Ltd.

- (1) Name: Guangzhou Yakult Co., Ltd.
- (2) Capitalization: 395.6 million yuan (as of the end of January 2025)  
(50% held by Yakult Honsha Co., Ltd., 35% by Hong Kong Yakult Co., Ltd., 10% by Yakult (China) Corporation, and 5% by Guangzhou Sui Zhi Investment Co., Ltd.)
- (3) Location: Tianhe District, Guangzhou, Guangdong Province, People's Republic of China
- (4) Representative: Noriyuki Umehara
- (5) Established: January 2001
- (6) Start of operations: June 2002
- (7) No. of employees: 1,893 (as of the end of January 2025)
- (8) Sales performance: 1,846,000 bottles per day  
(average for the January–December 2024 period [preliminary])
- (9) Sales area: Guangdong and Hainan Provinces

## 3. Profile of People's Republic of China

- (1) Population: Approx. 1.4 billion
- (2) Area: Approx. 9.6 million km<sup>2</sup> (about 26 times the area of Japan)
- (3) Capital: Beijing
- (4) Currency: Chinese yuan
- (5) Exchange rate: 1 yuan = 20.59 yen (as of the end of March 2025)