

Yakult Brazil to Start Selling *Yakult Peach Flavor*

Tokyo, September 1, 2025 - Yakult Honsha Co., Ltd. (President: Hiroshi Narita) today announced that its overseas subsidiary, Yakult S/A Ind. E Com. ("Yakult Brazil") will begin selling *Yakult Peach Flavor* starting on September 1, 2025.

Yakult Brazil aims to have more customers pick up Yakult products by incorporating the popular peach flavor into the lineup. It also seeks to broadly communicate the value of Yakult's proprietary bacterium, *Lactobacillus casei* strain Shirota, and promote sustained growth in the overall sales of Yakult products.

1. Product name: *Yakult Peach Flavor*
2. Size and package: Packages of six 80-g bottles
3. Suggested retail price: (1) Home delivery: 1.60 reais (43.04 yen) per bottle
(2) Stores: 2.09 reais (56.22 yen) per bottle
(Exchange rate as of the end of July 2025: 1 real = 26.9 yen)
4. Start of sales: September 1, 2025
5. Sales channel: (1) Home delivery by Yakult Ladies
(2) Retail stores including supermarkets and minimarkets
6. Sales target: 217,000 bottles per day
(daily average sales from September through December 2025)



[References]

1. Profile of Yakult S/A Ind. E Com.

- (1) Company name: Yakult S/A Ind. E Com.
- (2) Paid-in capital: 253.53 million reais
- (3) Location: Sao Paulo, Brazil
- (4) Representative: Atsushi Nemoto
- (5) Established: July 1966
- (6) Start of operations: October 1968
- (7) Number of employees: 1,945 (as of the end of March 2025)
- (8) Sales performance: 1,311,000 bottles per day
(average for the January –December 2024 period)

2. Profile of Federative Republic of Brazil

- (1) Population: Approx. 220 million people
- (2) Area: Approx. 8.51 million square kilometers (about 22 times the size of Japan)
- (3) Capital: Brasilia
- (4) Currency: 1 real = 26.9 yen (as of end of July 2025)