

Yakult Vietnam to Start Selling *Yakult Peach Flavor*

TOKYO, March 23, 2026 - Yakult Honsha Co., Ltd. (President: Hiroshi Narita) today announced that its overseas subsidiary Yakult Vietnam Co., Ltd. (“Yakult Vietnam”) will begin selling *Yakult Peach Flavor* starting on April 1, 2026.

Yakult Vietnam aims to attract the interest of as many customers as possible and create more opportunities for them to try Yakult products by incorporating the popular peach flavor into its product lineup. It also seeks to broadly communicate the value of Yakult’s proprietary bacterium, *Lactocaseibacillus paracasei* strain Shirota, to increase the overall sales of Yakult products.

1. Product name: *Yakult Peach Flavor*
2. Size and package: Packages of five and ten 65 ml bottles
3. Suggested retail price: (1) Home delivery: 25,000 VND (150 yen)/5-bottle package
50,000 VND (300 yen)/10-bottle package
(2) Store sales: 26,000 VND (156 yen)/5-bottle package
52,000 VND (312 yen)/10-bottle package
(exchange rate as of the end of February 2026: 1 VND = 0.0060 yen)
4. Start of sales: April 1, 2026
5. Sales channel: (1) Home delivery by Yakult Ladies
(2) Retail stores including hypermarkets, supermarkets, and convenience stores
6. Sales target: 78,000 bottles per day (daily average sales from April to December 2026)



5-bottle package

[Reference]

1. Profile of Yakult Vietnam Co., Ltd.
 - (1) Company name: Yakult Vietnam Co., Ltd.
 - (2) Capital: 1,140,657 million VND
 - (3) Location: Ho Chi Minh, Vietnam
 - (4) Representative: Toshihiko Haramoto
 - (5) Established: June 2006
 - (6) Start of operations: September 2007
 - (7) No. of employees: 1,573 (as of the end of December 2025)
 - (8) Sales volume: 1.347 million bottles per day
(average for the January–December 2025 period [preliminary figure])
2. Profile of the Socialist Republic of Vietnam
 - (1) Population: Approx. 130 million
 - (2) Area: 329,241 km² (about 90% the size of Japan)
 - (3) Capital: Hanoi
 - (4) Currency: 1 VND = 0.0060 yen (as of the end of February 2026)