

Yakult Indonesia to Start Selling *Yakult Strawberry Flavor*

TOKYO, May 25, 2026 - Yakult Honsha Co., Ltd. (President: Hiroshi Narita) today announced that its overseas subsidiary PT Yakult Indonesia Persada (“Yakult Indonesia”) will begin selling *Yakult Strawberry Flavor* starting on June 1, 2026.

Yakult Indonesia aims to create more opportunities for customers to try Yakult’s proprietary bacterium, *Lacticaseibacillus paracasei* strain Shirota, by offering products tailored to consumer preferences, and seeks to increase the overall sales of Yakult products.

Yakult Mango Flavor, introduced in June 2025, has been well-received in the market. The Yakult Group will further increase the presence of its products in the dairy section of retail stores with the launch of *Yakult Strawberry Flavor*.

In response to growing health awareness among consumers in Indonesia in recent years, the Company has added 6.5 billion units of *Lacticaseibacillus paracasei* strain Shirota and Vitamin D to *Yakult Strawberry Flavor*, contributing to enhancing the health of customers.

1. Product name: *Yakult Strawberry Flavor*
2. Size and package: (1) Packages of five 65 ml bottles
(2) Packages of two 65 ml bottles (for small retail stores)
3. Suggested retail price:

	5-bottle package		2-bottle package
	Delivery	Stores, online stores	Stores
Java Island	11,000 rupiah (approx. 99.0 yen)	11,700 rupiah (approx. 105.3 yen)	4,680 rupiah (approx. 42.1 yen)
Outside Java Island	11,500 rupiah (approx. 103.5 yen)	12,200 rupiah (approx. 109.8 yen)	4,880 rupiah (approx. 43.9 yen)

(exchange rate as of the end of April 2026: 1 rupiah = 0.009 yen)

4. Start of sales: June 1, 2026
5. Sales channel: (1) Home delivery by Yakult Ladies
(2) Retail stores including supermarkets and minimarkets
(3) Online stores
6. Sales target: 619,000 bottles per day (daily average sales from June to December 2026)

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5-bottle package



2-bottle package

[Reference]

1. Profile of PT Yakult Indonesia Persada
 - (1) Company name: PT Yakult Indonesia Persada
 - (2) Capital: 110.1155 billion rupiah
 - (3) Location: Jakarta, Indonesia
 - (4) Representative: Toshiyuki Iwamoto
 - (5) Established: February 1990
 - (6) Start of operations: January 1991
 - (7) No. of employees: 6,899 (as of the end of December 2025)
 - (8) Sales volume: 5,810,000 bottles per day
(average for the January–December 2025 period)
2. Profile of the Republic of Indonesia
 - (1) Population: Approx. 280 million people
 - (2) Area: Approx. 1.92 million km² (about 5 times the size of Japan)
 - (3) Capital: Jakarta
 - (4) Currency: 1 rupiah = 0.009 yen (as of the end of April 2026)