

June, 2012

**Sales of Yakult to Start in Changchun,  
Jilin Province, China**

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that sales of the Yakult fermented milk drink would start in Changchun, Jilin Province, in northeastern China from July 2.

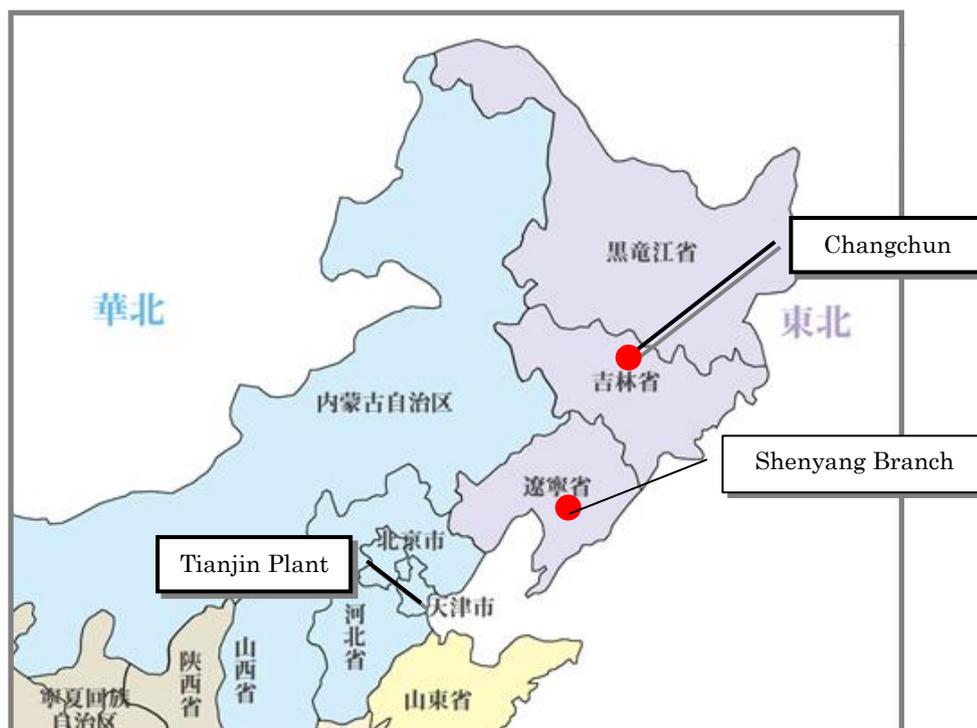
Yakult (China) Co., Ltd.'s Shenyang Branch in Liaoning Province, also in northeastern China, will supply the products to be sold in Changchun, Jilin Province.

Changchun is the capital of Jilin Province, situated in northeastern China, and has a population of about 7.6 million. Changchun is a promising market for Yakult to accelerate its business expansion, with foreign retail chains including Walmart and Carrefour making their foray into the city in recent years in addition to the strong presence of local large-scale retailers.

In China, Yakult (China), which is the company that manages the business in China, directly establishes sales bases across the country to enable more efficient expansion of sales areas.

The profiles of Yakult (China) and Shenyang Branch are as follows:

1. Sales plan for Changchun, Jilin Province
  - (1) Start of sales: July 2, 2012
  - (2) Marketing method: Selling through retail stores including supermarkets
  - (3) Sales target: 1,520 bottles per day in fiscal year 2012



## 2. Profile of Yakult (China) Co., Ltd.

- (1) Name: Yakult (China) Co., Ltd.
- (2) Location: Shanghai, China
- (3) Representative: Susumu Hirano
- (4) Capitalization: US\$134,356,000 (100% invested by Yakult Honsha Co., Ltd.)
- (5) Established: April 12, 2005
- (6) Areas managed: All of China excluding Guangdong and Hainan Provinces

## 3. Profile of Shenyang Branch, Yakult (China) Co., Ltd.

- (1) Location: Gate 1-3, No. 12-5, Shenxin Rd., Yuhong District, Shenyang, Liaoning Province
- (2) Branch Manager: Liu Haibin
- (3) Established: December 7, 2009
- (4) Areas managed: Shenyang and surrounding cities