

March, 2012

Sales of Yakult to Start in Shijiazhuang, Hebei Province, and Nanchang, Jiangxi Province, China

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that sales of the Yakult fermented milk drink would start in Shijiazhuang, Hebei Province, and Nanchang, Jiangxi Province, in China from April 2.

Beijing Yakult Co., Ltd. will supply the products to Shijiazhuang and the Wuhan Branch of Yakult (China) Co., Ltd. will supply to Nanchang.

With a population of about 9.9 million people, Shijiazhuang is the capital of Hebei Province which surrounds Beijing and Tianjin. The city has a number of stores operated by large-scale mass retailers and it is a promising market for Yakult upon expanding its business in China. In addition to being close to Beijing, the existence of major urban areas between Beijing and Shijiazhuang points to ample demand, and Beijing Yakult Co., Ltd. will supply the products.

Nanchang is the capital of Jiangxi Province in inland southern China with a population of about 5 million people. The city has been witnessing strong economic growth in recent years with a number of foreign retail chains entering the market, and it is expected to grow further in the future. The Wuhan Branch of Yakult China will supply the products with an eye on supplying to neighboring cities in the future.

Until 2011 Yakult developed its Chinese business by establishing sales bases primarily in the coastal areas. This year it has already opened new sales bases in Xi'an, Shaanxi Province, and Changsha, Hunan Province, accelerating the business expansion into the inland areas of China. The start of sales in Shijiazhuang and Nanchang will further extend the areas where the Yakult fermented milk drink is available.

The sales plans for Shijiazhuang and Nanchang and the profiles of Beijing Yakult Co., Ltd., Yakult (China) Co., Ltd. and its Wuhan Branch are as follows:

1. Sales plan for Shijiazhuang, Hebei Province

- (1) Start of sales: April 2, 2012
- (2) Marketing method: Selling through retail stores including supermarkets
- (3) Sales target: 5,000 bottles per day in fiscal year 2012

2. Sales plan for Nanchang, Jiangxi Province

- (1) Start of sales: April 2, 2012
- (2) Marketing method: Selling through retail stores including supermarkets
- (3) Sales target: 3,900 bottles per day in fiscal year 2012

3. Profile of Beijing Yakult Co., Ltd.

- (1) Location: No 1, North Laiguangying Rd, Laiguangying, Chaoyang District, Beijing
- (2) Representative: Susumu Hirano
- (3) Capitalization: US\$2,000,000 (100% invested by Yakult (China) Co., Ltd.)
- (4) Established: March 16, 2006
- (5) Sales areas: Beijing and surrounding cities in Hebei Province

4. 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

5. Profile of Wuhan Branch, Yakult (China) Co., Ltd.

- (1) Location: Yongsheng Industrial Park, 10th Wujiashan-xincheng Rd, Doxihu District, Wuhan, Hubei Province
- (2) Branch Manager: Feng Jun
- (3) Established: March 8, 2009
- (4) Areas under its management: Wuhan and surrounding cities in Hubei Province