

Oct 2013

Sales of Yakult to Start in Switzerland

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that sales of the Yakult fermented milk drink would start in Switzerland on October 7, 2013.

Yakult is already available in the countries neighboring Switzerland, namely Germany, Austria, France and Italy, and there is a certain level of awareness of the product in Switzerland. The Yakult Group will contribute to the health of the people in the country through distribution of the product.

In Switzerland, the products produced by Yakult Europe B.V. will be sold at local retail stores.

Under its corporate philosophy of “We contribute to the health and happiness of people around the world through pursuit of excellence in life science in general and our research and experience in microorganisms in particular,” the Yakult Group has been expanding the countries and regions where its products are available. It currently sells the Yakult fermented milk drink and other products in 31 countries and regions outside Japan.

As it starts selling Yakult in Switzerland, its sales network will expand to 32 countries and regions in addition to Japan.

The outline of the Yakult sales plan in Switzerland is as follows:

1. Product Name: Yakult
2. Size/Package: 65 ml bottle; 5 bottles per package
3. Commencement of Sales: October 7, 2013
4. Sales Area: Throughout Switzerland
5. Sales Channel: Retail stores
6. Sales target: 1,555 bottles per day (average for the period from October to December 2013)

[Reference]

1. Overview of Switzerland

Population: About 7.9 million people

Area: About 41,285 sq. km

Capital: Bern

Currency: Swiss Franc

(the exchange rate as of September 30, 2013: 107.96 yen/franc)

2. Profile of Yakult Europe B.V.

Company name: Yakult Europe B.V.

Established: March 18, 1996

Location: Almere, the Netherlands

President: Hiroshi Suzuki

Number of employees: 122

[Map of Switzerland]

(Map of the area surrounding Switzerland) (Close-up of the map)

