

March , 2014

### Sales of Yakult Plus to Start in the Netherlands

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that it would launch Yakult Plus, a high value-added fermented milk drink, in the Netherlands on March 24.

Yakult Plus offers added values of dietary fiber and vitamin C, and the number of calories in the product has been reduced by 30% compared with regular Yakult in response to the rising health consciousness among consumers. Furthermore, Yakult Plus has a whole new taste with a yoghurt flavor being added to the original Yakult flavor. In Europe, the product has been marketed in Germany and Austria since September 2013, making the Netherlands the third country Yakult Plus is made available in.

Yakult Europe B.V. will produce Yakult Plus and its wholly owned subsidiary Yakult Nederland B.V. will sell the product through retail stores in the country.

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



1. Product name: Yakult Plus
2. Size/Package: 65 ml bottles; 7 and 15 bottle packages
3. Commencement of sales: March 24, 2014
4. Sales Area: Throughout the Netherlands
5. Sales Channel: Store sales primarily through supermarkets and other retail stores
6. Sales Target: 20,000 bottles per day (daily average sales over the period from March through December 2014)

#### [Reference]

##### 1. Profile of Yakult Europe B.V.

- Company Name: Yakult Europe B.V.  
Foundation: March 18, 1996  
Location: Almere, the Netherlands  
President: Hiroshi Suzuki  
Number of employees: 119

## 2. Profile of Yakult Nederland B.V.

Company Name: Yakult Nederland B.V.

Commencement of operations: April 1, 1994

Location: Amstelveen, the Netherlands

President: Piet Dekkers

Number of employees: 17