

June 2014

Sales of Yakult Light to Start in the Philippines

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that Yakult Philippines, Inc. would launch Yakult Light, a low-calorie version of the Yakult fermented milk drink, in the Philippines on June 16.

In recent years, the people of the Philippines are becoming more health conscious and low-sugar, low-fat foods have been gaining popularity.

Against this background, Yakult Philippines will introduce Yakult Light, which has about 25% less calories compared with original Yakult, with the aim of expanding the market.

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



1. Product name: Yakult Light
2. Size/Package: 80 ml bottles; 5-bottle packages
3. Suggested retail price: 50 pesos (approx. 115 yen) per package
4. Commencement of sales: June 16, 2014
5. Sales Area: Throughout the Republic of the Philippines
6. Sales Channel: Initially store sales through supermarkets and other retail stores and eventually home delivery by Yakult Ladies
7. Sales target: 29,000 bottles per day (daily average for the period from June to December 2014)

[Reference]

Profile of Yakult Philippines

Company name:	Yakult Philippines, Inc.
Start of operations:	October 1, 1978
Location:	Manila, the Philippines
President:	Albert Dy Sun
Number of employees:	797