

July 2014

Sales of Yakult to Start in Taiyuan, Shanxi Province, China

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that sales of the Yakult fermented milk drink would start in Taiyuan, Shanxi Province, in China from August 1.

Yakult (China) Co., Ltd.'s nearby Shijiazhuang Branch in Hebei Province will supply the products to be sold in Taiyuan.

Taiyuan is the capital of Shanxi Province, located in the northwestern part of China, and has a population of about 4.2 million. With domestic mass retailers opening up stores one after another and foreign retail chains making forays into the city in recent years, Taiyuan is considered to be a promising market.

An outline of the sales plan for Taiyuan and the profiles of Yakult (China) Co., Ltd. and Shijiazhuang Branch are as follows:

1. Outline of the sales plan for Taiyuan, Shanxi Province

- (1) Start of sales: August 1, 2014
- (2) Marketing method: Through retail outlets such as supermarkets
- (3) Sales target: 3,000 bottles per day in FY2014

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

- (1) Name: Yakult (China) Co., Ltd.
- (2) Location: Shanghai, People's Republic of China
- (3) Representative: Susumu Hirano
- (4) Established: April 12, 2005
- (5) Capitalization: US\$219.72 million (wholly owned by Yakult Honsha Co., Ltd.)
- (6) Employees: 1,323 (as of the end of May 2014)

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

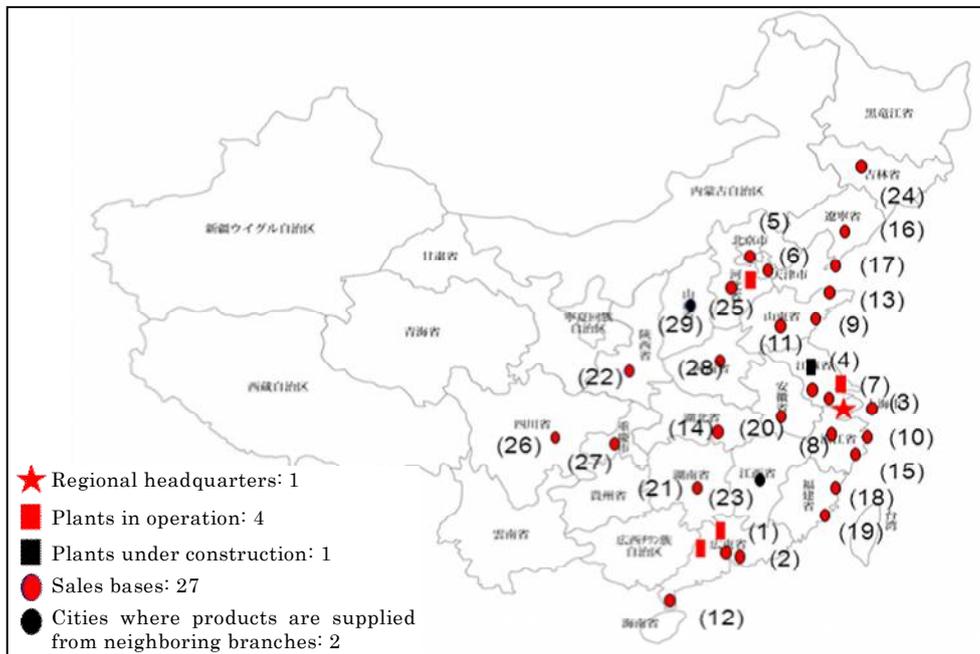
- (1) Location: Xinhua District, Shijiazhuang, Hebei Province
- (2) Branch Manager: Li Hai Bing
- (3) Established: December 5, 2013
- (4) Areas managed: Shijiazhuang and surrounding cities

【Reference】

1. Map of the area around Taiyuan



2. Sales areas in China



- (1) Guangzhou, (2) Shenzhen, (3) Shanghai, (4) Nanjing, (4) Beijing, (6) Tianjin, (7) Suzhou, (8) Hangzhou, (9) Qingdao, (10) Ningbo, (11) Jinan, (12) Zhanjiang, (13) Yantai, (14) Wuhan, (15) Wenzhou, (16) Shenyang, (17) Dalian, (18) Fuzhou, (19) Xiamen, (20) Hefei, (21) Changsha, (22) Xi'an, (23) Nanchang, (24) Changchun, (25) Shijiazhuang, (26) Chengdu, (27) Chongqing, (28) Zhengzhou, (29) Taiyuan

* There are 27 sales bases. Sales in Nanchang and Taiyuan are distributed by Wuhan and Shijiazhuang branches, respectively.