

December, 2014

Yakult to Establish Branches in Hohhot, Inner Mongolia Autonomous Region, Jinhua, Zhejiang Province, and Huaian, Jiangsu Province, China

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that Yakult (China) Corporation will establish branches in Hohhot, Inner Mongolia Autonomous Region, Jinhua, Zhejiang Province, and Huaian, Jiangsu Province, in China (Hohhot, Jinhua and Huaian Branches) and start distribution of the Yakult fermented milk drink through retail outlets such as supermarkets. The distribution will start on January 2, 2015 at all three branches.

With the establishment of these three branches, the Yakult Group will have 30 sales bases in China, further enhancing its sales structure in the country.

Profiles of Yakult (China) Corporation as well as the Hohhot, Jinhua and Huaian Branches are as follows:

<Characteristics of sales areas>

- Hohhot: The Inner Mongolia Autonomous Region neighbors the Mongolian People's Republic and Heilongjiang Province of China. Hohhot is the capital of the Inner Mongolia Autonomous Region with a population of about 2.65 million. Major Chinese dairy product manufacturers also have their headquarters in the city.
- Jinhua: Zhejiang Province is located in the economically developed coastal region of China and neighbors Shanghai and Jiangsu Province. Jinhua with about 4.73 million people borders Hangzhou, the capital of Zhejiang Province, and is expected to continue its economic growth.
- Huaian: Like Zhejiang Province, Jiangsu Province is also located in the economically developed coastal region of the country. Located in the western part of Jiangsu Province, Huaian has a population of about 4.82 million people and is expected to continue its economic growth.

1. Profile of Yakult (China) Corporation

- (1) Name: Yakult (China) Corporation
- (2) Location: Pudong New Area, 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: 1,425 (as of the end of November 2014)

2. Profile of Hohhot Branch, Yakult (China) Corporation

- (1) Location: Xincheng District, Hohhot, Inner Mongolia Autonomous Region, People's Republic of China
- (2) Branch manager: Wang Wei
- (3) Established: September 16, 2014
- (4) Areas managed: Hohhot and surrounding cities
- (5) Marketing method: Through retail outlets including supermarkets
- (6) Start of sales: January 2, 2015
- (7) Sales target: 21,000 bottles per day in fiscal year 2015

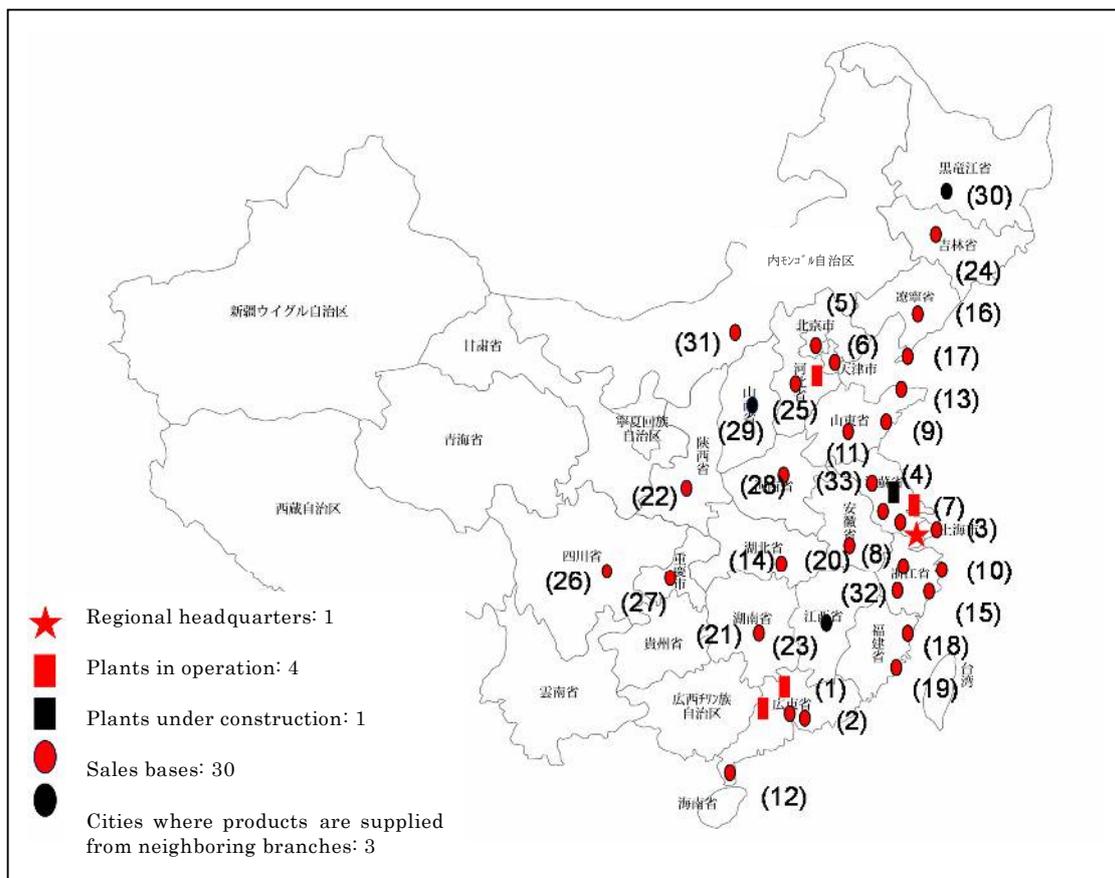
3. Profile of Jinhua Branch, Yakult (China) Corporation

- (1) Location: Wucheng District, Jinhua, Zhejiang Province, People's Republic of China
- (2) Branch manager: Hiroshi Nomura
- (3) Established: September 23, 2014
- (4) Areas managed: Jinhua and surrounding cities
- (5) Marketing method: Through retail outlets including supermarkets
- (6) Start of sales: January 2, 2015
- (7) Sales target: 70,000 bottles per day in fiscal year 2015

4. Profile of Huaian Branch, Yakult (China) Corporation

- (1) Location: Economic Development Zone, Huaian, Jiangsu Province, People's Republic of China
- (2) Branch manager: Ni Xiaofei
- (3) Established: September 9, 2014
- (4) Areas managed: Huaian and surrounding cities
- (5) Marketing method: Through retail outlets including supermarkets
- (6) Start of sales: January 2, 2015
- (7) Sales target: 37,000 bottles per day in fiscal year 2015

[Reference] Sales areas in China



- (1) Guangzhou, (2) Shenzhen, (3) Shanghai, (4) Nanjing, (5) 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, (30) Harbin, (31) Hohhot, (32) Jinhua, (33) Huaian

* Products for Nanchang are supplied from Wuhan Branch, for Taiyuan from Shijiazhuang Branch and for Harbin from Changchun Branch. There are 30 sales bases.