

March, 2015

## **Yakult Establishes Branch in Nanchang, Jiangxi Province, China**

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that Yakult (China) Corporation will establish a branch in Nanchang, Jiangxi Province, China, and start distribution of the Yakult fermented milk drink through retail outlets such as supermarkets on March 30, 2015.

With the establishment of this branch, the Yakult Group will have 31 sales bases in China, further enhancing its sales structure in the country.

The Wuhan Branch in neighboring Hubei Province started distribution of products in Jiangxi Province in April 2012. The establishment of the branch in Nanchang will enable the Group to implement meticulous sales activities and expand the number of stores to which it distributes products.

Profiles of Yakult (China) Corporation and Nanchang Branch are as follows:

### <Characteristics of sales area>

Jiangxi Province is located in the interior of Central China and has an area of about 166,900 square kilometers and a population of about 45.22 million people. Nanchang, the capital of the province, is highly industrialized and the market is expected to see continued economic development.

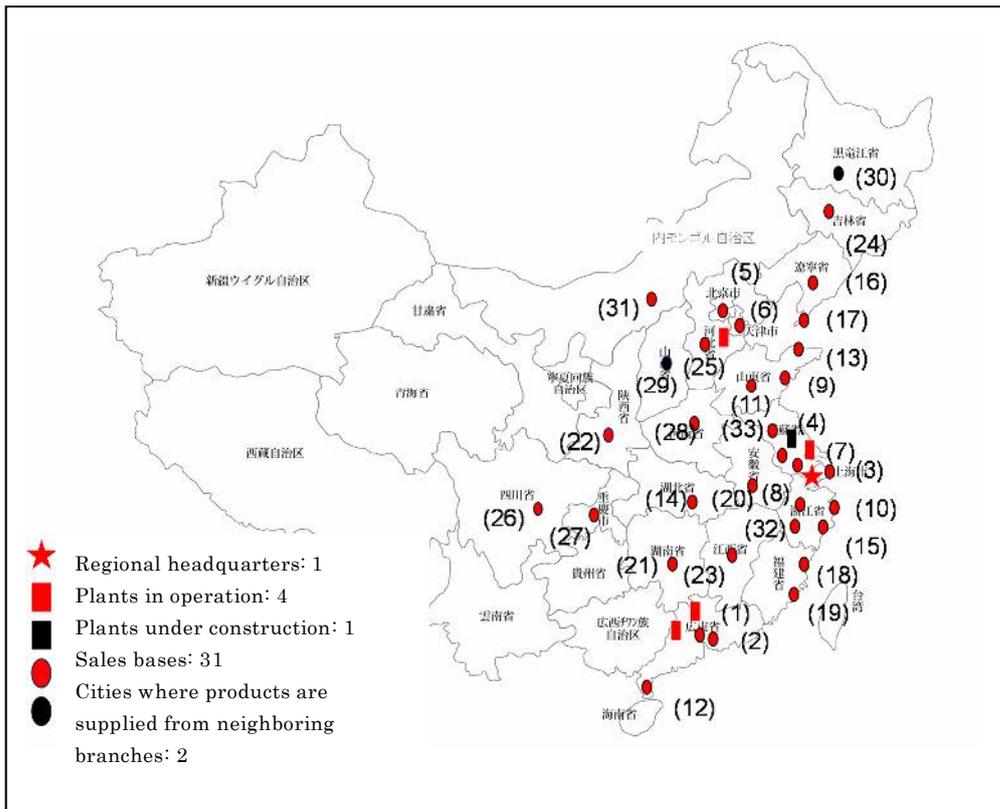
### 1. Profile of Yakult (China) Corporation

- (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: 1,440 (as of the end of December 2014)

### 2. Profile of Nanchang Branch, Yakult (China) Corporation

- (1) Location: Qingshanhu District, Nanchang, Jiangxi Province, People's Republic of China
- (2) Branch manager: Takeshi Uchioke
- (3) Established: December 22, 2014
- (4) Areas managed: Nanchang and surrounding cities
- (5) Marketing method: Through retail outlets including supermarkets
- (6) Start of sales: March 30, 2015
- (7) Sales target: 24,000 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 Taiyuan are supplied from Shijiazhuang Branch and for Harbin from Changchun Branch. There are 31 sales bases.