

May 2015

Yakult to Establish Company in Dubai, United Arab Emirates

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that it would establish Yakult Middle East FZE in Dubai, United Arab Emirates (UAE), with the aim of distributing the Yakult fermented milk drink in the Middle East.

UAE's Dubai and its neighboring countries are experiencing significant economic growth. Yakult is establishing the local company, as there is a high possibility that the probiotics market can be expanded in the region, given the wide popularity of dairy products in the local diet and in the history of their food culture.

Yakult Honsha will continue to expand its international business and contribute to the health and happiness of people around the world, through the distribution of its dairy products led by Yakult to as many customers as possible.

The profile of the local company to be established in Dubai, UAE, is as follows:

Profile of the local company

- (1) Name: Yakult Middle East FZE
- (2) Location: Dubai, United Arab Emirates
- (3) Objective: To prepare for the distribution of Yakult in the Middle East region
- (4) To be established: By the end of 2015

[Reference] Profile of United Arab Emirates

Population: About 9.4 million (2014)

Area: 83,600 square kilometers

Capital: Abu Dhabi (population: about 1.86 million)

The largest city is Dubai (population: about 2.11 million)

Nation: A federation of seven emirates

Currency: Dirham (AED)

(1 dirham = 32.59 yen as of May 1, 2015)