

December, 2015

Yakult China and Shanghai Yakult Start Sales of Yakult Light

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that Yakult (China) Corporation and Shanghai Yakult Co., Ltd. will start selling Yakult Light, a low-calorie, low-sugar version of the Yakult fermented milk drink, from January 2016.

In recent years, the people of China have become more health conscious, and demand for low-calorie versions of beverages has been growing. In response, Guangzhou Yakult Co., Ltd. started selling Yakult Light in October 2015.

Following Guangzhou Yakult, Yakult China and Shanghai Yakult will introduce Yakult Light, which has about 40% less calories compared to regular Yakult, with the aim of expanding the market.

The outline of the Yakult Light sales plan by Yakult China and Shanghai Yakult is as follows:



1. Product name: Yakult Light
2. Size/Package: 100 ml bottles; 5 bottle packages
3. Suggested retail price: 12.0 yuan (approx. 230 yen) per package
4. Commencement of sales: January 2, 2016
5. Sales Area: Initially, Yakult China and Shanghai Yakult will start sales in the East China region including Shanghai after which the sales area will be expanded
6. Sales Channel: Home delivery by Yakult Ladies as well as store sales through supermarkets and other retail stores
7. Sales target (daily average): 500,000 bottles/day from January to December 2016

[Reference]

Profile of Yakult (China) Corporation

Name: Yakult (China) Corporation
 Established: April 2005
 Head Office: Shanghai, People's Republic of China
 Representative: Susumu Hirano
 Employees: 1,791 (as of the end of November 2015)

Profile of Shanghai Yakult Co., Ltd.

Name: Shanghai Yakult Co., Ltd.
 Established: August 2004
 Head Office: Shanghai, People's Republic of China
 Representative: Susumu Hirano
 Employees: 391 (as of the end of November 2015)