

July 2016

Sales of Yakult 40 Light to Start in Brazil

Yakult Honsha Co., Ltd. (President: Takashige Negishi) announced today that its overseas subsidiary, Yakult S/A Ind. E Com. (“Yakult Brazil”), started selling Yakult 40 Light, a low-calorie version of the Yakult 40 fermented milk drink, on July 20, 2016.

Yakult Brazil started production and distribution of the Yakult fermented drink in 1968 in Sao Paulo. Since then, the company has been promoting the health effects of Yakult in the country and the product has been registering steady sales growth. In addition to Yakult, the company currently offers dairy products including Yakult 40, and the hard-type yogurt Sofyl, selling approximately 2 million bottles (cups) of products per day across the country.

Recent years have witnessed an increasing awareness regarding health among the consumers of Brazil and the demand for low-calorie products have been growing. In response to this trend, Yakult 40 Light uses maltitol and sucralose as the sweetener instead of sugar, cutting the calorie count by 41% compared with the existing Yakult 40.

The sales plan for Yakult 40 Light in Brazil is as follows:



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| 1. Product name: | Yakult 40 Light |
| 2. Size/Package: | 80 g bottles; 6 bottles per package |
| 3. Start of sales: | July 20, 2016 |
| 4. Sales area: | All existing sales areas centered around the state of Sao Paulo |
| 5. Sales channels: | Home delivery by Yakult Ladies and sales through retail stores including supermarkets |
| 6. Sales target: | 111,000 bottles per day (daily average for the period from July to December 2016) |

[Reference] Profile of Yakult Brazil

Company name:	Yakult S/A Ind. E Com.
Established:	October 1, 1968
Location:	Sao Paulo, Brazil
President:	Eishin Shimada
Employees:	2,483 (as of the end of April 2016)