

Yakult to Make Foray into the Middle East

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that its subsidiary Yakult Middle East FZCO would start selling the Yakult fermented milk drink in the Middle East in the first half of 2017.

The people's awareness towards health has been growing in the Middle East along with high rates of economic growth in the region. Yakult Honsha established Yakult Middle East in the United Arab Emirates (UAE) in 2015 and has been making preparations to sell the product in the region.

The company aims to swiftly establish a sales base for Yakult and popularize the Yakult brand in the Middle Eastern market, where dairy products are widely consumed. The Yakult products to be sold in the Middle East will be imported and supplied from another country.

The Yakult Group will continue to expand its international business and contribute to the health and happiness of people around the world through the distribution of Yakult and other dairy products to as many customers as possible.

[Reference]

Profile of Yakult Middle East FZCO

- (1) Name: Yakult Middle East FZCO
- (2) Location: Dubai, United Arab Emirates
- (3) Representative: Yasunori Anami
- (4) Established: September 1, 2015
- (5) Capitalization: 4.5 million dirhams (142.83 million yen*)
- (6) Employees: 3 (including 2 dispatched from Japan)

*The rate as of the end of December 2016