

March 2017

## Sales of Yakult in 5 Middle Eastern Countries

Yakult Honsha Co., Ltd. (President: Takashige Negishi) announced that the company started sales of the Yakult fermented milk drink in the United Arab Emirates (UAE) on March 19, 2017.

The sales of the product will also start in neighboring Oman, Bahrain, Qatar and Kuwait on March 26, which will expand the Yakult Group's sales network to 37 countries and regions besides Japan.

The group will import Yakult from a plant in the Philippines and sell them in these five countries.

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

An outline of the sales plan in the Middle East is as follows:



Product image (product package common for the five countries)

1. Product: Yakult five bottle package (80 ml x 5 bottles)
2. Suggested retail price: UAE -- 13.0 dirham/5 bottle package (about 398 yen)  
Oman -- 1.60 Omani rial/5 bottle package (about 468 yen)  
Bahrain -- 1.50 Bahraini dinar/5 bottle package (about 448 yen)  
Qatar -- 15.00 Qatari riyal/5 bottle package (about 464 yen)  
Kuwait -- 1.25 Kuwaiti dinar/5 bottle package (about 461 yen)
3. Start of sales: March 19, 2017 (UAE)  
\*Sales in Oman, Bahrain, Qatar and Kuwait will start on March 26, 2017
4. Sales area: The Middle East area (UAE, Oman, Bahrain, Qatar and Kuwait)
5. Sales channel: Supermarkets and other retail stores.
6. Sales target: 12,500 bottles per day in fiscal year 2017 (entire the Middle East area)

[Reference]

Profile of Yakult Middle East FZCO

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

## 2. Overview of United Arab Emirates (UAE)

- (1) Population: about 9.45 million
- (2) Area: about 83,600 square kilometers
- (3) Capital: Abu Dhabi (The largest city is Dubai)
- (4) Currency: dirham (1 dirham = 30.65 yen)

## 3. Overview of Oman

- (1) Population: about 4.42 million
- (2) Area: about 310,000 square kilometers
- (3) Capital: Muscat
- (4) Currency: Omani rial (1 Omani rial = 292.36 yen)

## 4. Overview of Bahrain

- (1) Population: about 1.32 million
- (2) Area: about 720 square kilometers
- (3) Capital: Manama
- (4) Currency: Bahraini dinar (1 Bahraini dinar = 298.57 yen)

## 5. Overview of Qatar

- (1) Population: about 2.26 million
- (2) Area: about 11,427 square kilometers
- (3) Capital: Doha
- (4) Currency: Qatari riyal (1 Qatari riyal = 30.92 yen)

## 6. Overview of Kuwait

- (1) Population: about 4.28 million
- (2) Area: about 17,818 square kilometers
- (3) Capital: Kuwait
- (4) Currency: Kuwaiti dinar (1 Kuwaiti dinar = 368.92 yen)

\*The rates as of the end of February 2017