

## Sales of Yakult Light to Begin in Five Middle Eastern Countries

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that its subsidiary, Yakult Middle East FZCO, started selling Yakult Light, a low-calorie version of the Yakult fermented milk drink, in the United Arab Emirates (UAE) on April 8, 2018. The company also plans to introduce the product in the neighboring countries of Oman, Bahrain, Qatar, and Kuwait as soon as preparations allow.

Yakult Middle East began sales of Yakult in five Middle Eastern countries in March 2017, with sales exhibiting strong growth since. Consumer awareness towards health has been rising in the region and demand for low-calorie products has been increasing. In light of this trend, Yakult Middle East has introduced Yakult Light, which contains 25% less calories than original Yakult, with the aim of expanding its consumer base.

As with the original Yakult, Yakult Light to be sold in the region will be imported from the Yakult Philippines plant.

The Middle Eastern sales plan outline for Yakult Light is as follows:



Product image (the packaging will be universal across the five countries)

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|----------------------------|--|
| 1. Product name:           | Yakult Light   |
| 2. Size/Package:           | 85 ml polystyrene bottles; 5 bottles per package   |
| 3. Suggested retail price: | 15.0 dirhams/5-bottle package (about 434 yen)<br>*1 dirham = 28.93 yen (as of the end of March 2018)   |
| 4. Start of sales:         | The product will be introduced in the United Arab Emirates (UAE) on April 8, 2018. Subsequently, the product will be made available in Oman, Bahrain, Qatar and Kuwait as soon as preparations allow |
| 5. Sales area:             | Five countries in the Middle East (UAE, Oman, Bahrain, Qatar and Kuwait)   |
| 6. Sales channel:          | Supermarkets and other retail stores   |
| 7. Sales target:           | 1,375 bottles per day in fiscal year 2018 (across the five Middle Eastern markets)   |

[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) Capitalization: 4.5 million dirhams
- (5) Established: September 2015
- (6) Start of sales: March 2017
- (7) Employees: 6 (including 2 dispatched from Japan)
- (8) Sales record: 11,000 bottles per day (average from January to December 2017)

2. Overview of the United Arab Emirates (UAE)

- (1) Population: 9.46 million
- (2) Area: 83,600 square kilometers
- (3) Capital: Abu Dhabi
- (4) Currency: Emirati dirham

3. Overview of Oman

- (1) Population: 4.72 million
- (2) Area: 310,000 square kilometers
- (3) Capital: Muscat
- (4) Currency: Omani rial

4. Overview of Bahrain

- (1) Population: 1.44 million
- (2) Area: 720 square kilometers
- (3) Capital: Manama
- (4) Currency: Bahraini dinar

5. Overview of Qatar

- (1) Population: 2.67 million
- (2) Area: 11,427 square kilometers
- (3) Capital: Doha
- (4) Currency: Qatari riyal

6. Overview of Kuwait

- (1) Population: 4.43 million
  - (2) Area: 17,818 square kilometers
  - (3) Capital: Kuwait
  - (4) Currency: Kuwaiti dinar
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