Yakult Establishes Branch in Guiyang, Guizhou Province, China

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that Yakult (China) Corporation established a branch in Guiyang, Guizhou Province, China, which would start sales of the Yakult and Yakult Light fermented milk drinks through supermarkets and other retail outlets from June 1, 2018.

Guizhou Province is located in south-western China and borders Chongqing and Sichuan Provinces to the north, Hunan Province to the east, Guangxi Zhuang Autonomous Region to the south and Yunnan Province to the west. It covers an area of approximately 176,000 km² and has a population of about 35.8 million. Yakult (China) Corporation already has branches operating in Kunming and Nanning, and the establishment of the Guiyang Branch will further enhance the sales structure in south-western China.

With the establishment of the Guiyang Branch, the Yakult Group will have 43 sales bases in China.

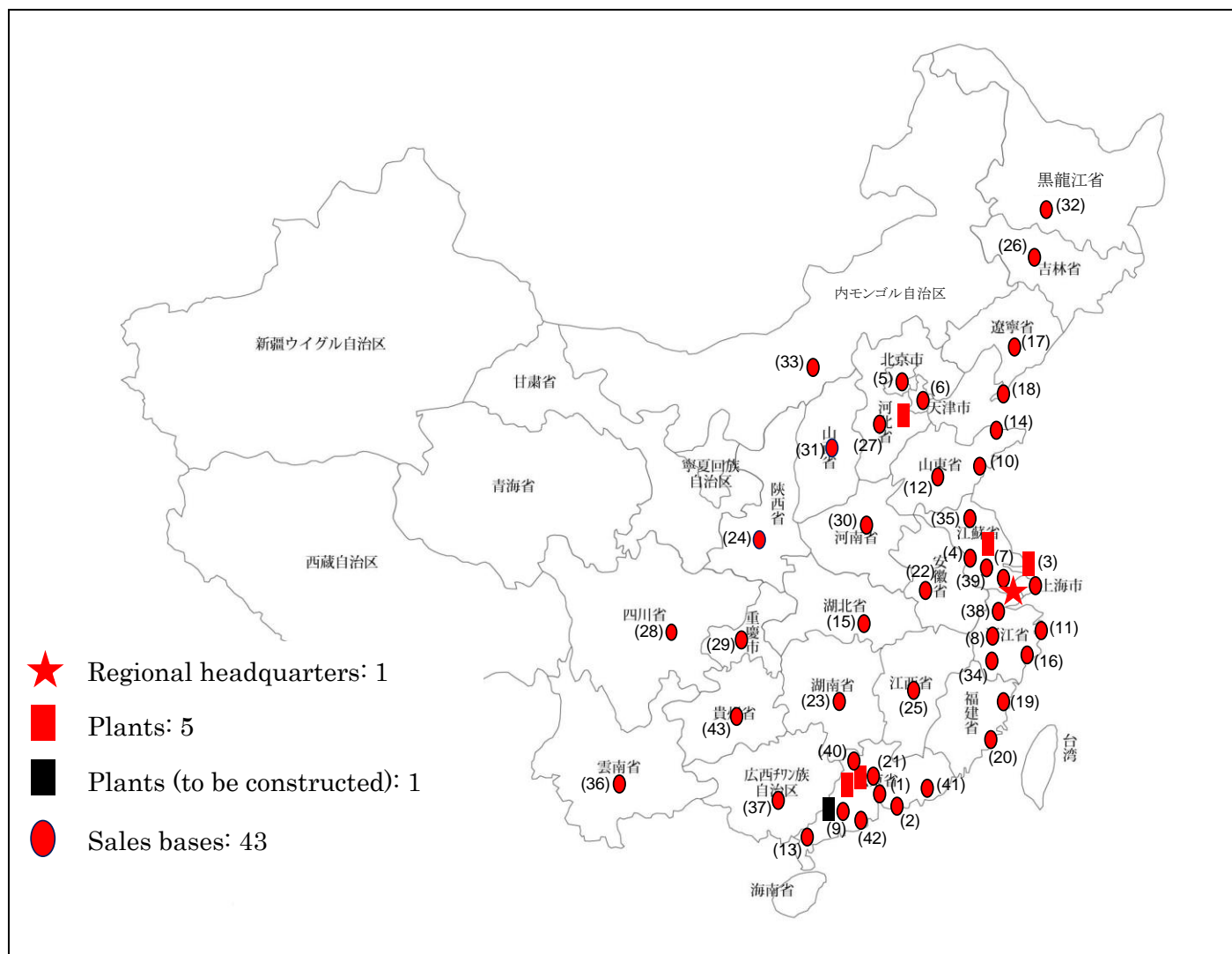An overview of Yakult (China) Corporation and Guiyang Branch:

1. Profile of Yakult (China) Corporation
    (1) Name: Yakult (China) Corporation
    (2) Location: Pudong New Area, Shanghai, People's Republic of China
    (3) Representative: Susumu Hirano
    (4) Established: April 2005
    (5) Capitalization: US $219.72 million (wholly owned by Yakult Honsha Co., Ltd.)
    (6) Employees: 3,688 (As of the end of March 2018)

2. Profile of Guiyang Branch, Yakult (China) Corporation
    (1) Location: Guiyang, Guizhou Province
    (2) Branch manager: Tang Jingtao
    (3) Established: March 2018
    (4) Areas managed: Guiyang and surrounding cities
    (5) Marketing method: Through retail outlets including supermarkets
    (6) Start of sales: June 1, 2018 (planned)
    (7) Sales plan: 8,900 bottles per day in fiscal year 2018

[Reference] Sales Bases in China

Regional headquarters: 1

Plants: 5

Plants (to be constructed): 1

Sales bases: 43

(1) Guangzhou, (2) Shenzhen, (3) Shanghai, (4) Nanjing, (5) Beijing,
(6) Tianjin, (7) Suzhou, (8) Hangzhou, (9) Foshan, (10) Qingdao, (11) Ningbo,
(12) Jinan, (13) Zhanjiang, (14) Yantai, (15) Wuhan, (16) Wenzhou,
(17) Shenyang, (18) Dalian, (19) Fuzhou, (20) Xiamen, (21) Dongguan, (22) Hefei,
(23) Changsha, (24) Xi'an, (25) Nanchang, (26) Changchun, (27) Shijiazhuang,
(28) Chengdu, (29) Chongqing, (30) Zhengzhou, (31) Taiyuan, (32) Harbin,
(33) Hohhot, (34) Jinhua, (35) Huai'an, (36) Kunming, (37) Nanning, (38) Jiaxing,
(39) Wuxi, (40) Qingyuan, (41) Huizhou, (42) Zhongshan, (43) Guiyang