

## Sales of Yakult Start in Denmark

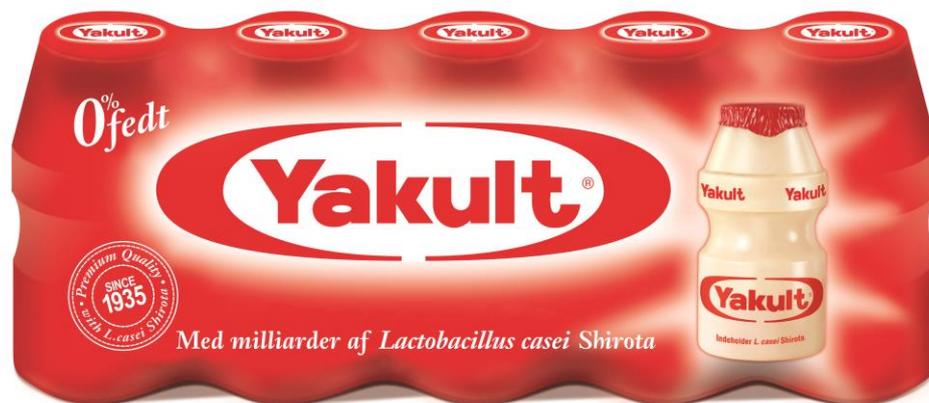
Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that it started selling the Yakult fermented milk drink in Denmark on January 21, 2019.

Products in Denmark will be manufactured by Yakult Europe B.V. and sold at retail stores. The company aims to contribute to the health of the people in Denmark through the sale of Yakult.

Guided by the corporate philosophy of “we contribute to the health and happiness of people around the world through pursuit of excellence in life science in general and our research and experience in microorganisms in particular,” the company has been expanding the number of countries and regions where its products are available and currently sells Yakult and other dairy products in 37 countries and regions outside Japan.

The introduction of Yakult in Denmark expands the Yakult Group’s sales network to 38 countries and regions around the world in addition to Japan.

An overview of the sales plan for Denmark is as follows.



- |                            |   |
|----------------------------|---|
| 1. Product name:           | Yakult  |
| 2. Size/package:           | 65 ml × five-bottle package                               |
| 3. Suggested retail price: | 29.95 Danish krone/ five-bottle package (about 509 yen)   |
| 4. Start of sales:         | January 21, 2019  |
| 5. Sales area:             | Throughout Denmark  |
| 6. Sales channel:          | Supermarkets and other retail stores                      |
| 7. Sales target:           | 1,040 bottles per day (average for January-December 2019) |

## Reference:

### 1. Overview of Denmark

Population: about 5.78 million people

Area: about 43,000 km<sup>2</sup>

Capital: Copenhagen

Currency: Danish krone (the rate as of the end of December 2018: 16.99 yen/krone)



(Source: The Ministry of Foreign Affairs of Japan website)

### 2. Profile of Yakult Europe B.V.

Company name: Yakult Europe B.V.

Established: March 18, 1996

Located: Almere, the Netherlands

Managing Director: Hiroyasu Matsubara

Employees: 116