

## Sales of Sofúl LT Peach to Start in Mexico

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that its subsidiary, Yakult S.A. De C.V. (Mexico) (hereinafter referred to as “Yakult Mexico”), will start sales of Sofúl LT Peach hard-type yoghurt from May 6, 2019.

Yakult Mexico launched Sofúl (plain, strawberry and apple flavors) in June 2002 and added Sofúl Mango to the range in 2006. In 2013, it fully replaced all four items with the reduced calorie Sofúl LT range, as part of ongoing efforts to improve sales.

With the introduction of Sofúl LT Peach, Yakult Mexico is suspending the sale of Sofúl LT Mango, and the range will now consist of the four flavors: plain, strawberry, apple and peach.

The sales plan for Sofúl LT Peach in Mexico is as follows:



1. Product name: Sofúl LT Peach
2. Size: 106 g
3. Suggested retail price: 6.2 pesos (approx. 37 yen) per cup
4. Start of sales: May 6, 2019
5. Sales area: The metropolitan area of Mexico City and major regional cities
6. Sales channel: Home delivery by Yakult Ladies and sales through retail outlets including supermarkets
7. Sales target: 75,000 cups per day  
(total average sales per day for the four flavors in 2019)

[Reference] Profile of Yakult S.A. De C.V. (Mexico)

Company name: Yakult S.A. De C.V. (Mexico)

Start of operation: October 1981

Located: Mexico City

Representative: Susumu Okada

Number of employees: 3,547 (as of March 31, 2019)

Sales results: 3.82 million units per day (from January to December 2018)