

Yakult to Expand U.S. Sales Area to the Entire Country

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that its wholly owned subsidiary, Yakult U.S.A. Inc., would begin an incremental expansion of the sales area for the *Yakult* fermented milk drink, to the entire country from July 2019.

Yakult U.S.A. began full-scale sales in California and has gradually expanded its sales area.

By commencing sales in the eastern part of the U.S and expanding to the remaining areas of the country, the company aims to further improve its performance.

An overview of sales in the U.S. is as follows:

1. Product names: *Yakult* and *Yakult Light*
2. Size and package: A package of five 80 ml bottles
3. Suggested retail price: 2.99 USD per package (about 322.17 yen)
*1 USD = 107.75 yen as of June 30, 2019
4. Sales area: From July 2019, Yakult U.S.A. began expanding sales to the whole of the U.S.
5. Sales channel: Supermarkets and other retail stores

Reference:

1. Profile of Yakult U.S.A. Inc.

- Name: Yakult U.S.A. Inc. (wholly owned subsidiary of Yakult Honsha Co., Ltd.)
- Established: October 1990
- Location: Fountain Valley, Orange County, California
- Representative: Michio Shimizu
- Employees: 91
- Sales: 341,322 bottles per day (average for Jan-Dec 2018)

2. Overview of the U.S.

- Population: 327.75 million (May 2018, U.S. Census Bureau estimate)
- Area: Approx. 9.63 million square kilometers
- Capital: Washington D.C.
- Currency: US Dollar (as of June 30, 1 USD=107.75 yen)
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