

Yakult Indonesia to Start Selling *Yakult Mango Flavor*

Tokyo, May 23, 2025 - Yakult Honsha Co., Ltd. (President: Hiroshi Narita) today announced that its overseas subsidiary PT Yakult Indonesia Persada (“Yakult Indonesia”) will begin selling *Yakult Mango Flavor* starting on June 2, 2025.

Yakult Indonesia aims to attract the interest of as many customers as possible by introducing the popular mango flavor to Yakult products and creating more opportunities for customers to consume Yakult’s proprietary bacterium, *Lactobacillus casei* strain Shirota. At the same time, it seeks to boost Yakult products’ visibility in dairy sections to increase the total sales of the products.

Moreover, in light of the growing health awareness among consumers in Indonesia in recent years, the Company added vitamin D to *Yakult Mango Flavor*, in addition to the 6.5 billion units of *Lactobacillus casei* strain Shirota, to contribute to enhancing the health of customers.

1. Product name: *Yakult Mango Flavor*
2. Size and package: (1) Packages of five 65ml bottles
(2) Packages of two 65ml bottles [Package for small retail stores]
3. Suggested retail price:

	5-bottle package		2-bottle package
	Delivery	Stores, online stores	Stores
Java island	10,500 rupiah (89.25 yen)	11,000 rupiah (93.50 yen)	4,400 rupiah (37. 40 yen)
Outside Java island	11,000 rupiah (93.50 yen)	11,500 rupiah (97.75 yen)	4,600 rupiah (39. 10 yen)

(Exchange rate as of the end of April 2025 1 Rupiah = 0. 0085 yen)

4. Start of sales: June 2, 2025
5. Sales channel: (1) Home delivery by Yakult Ladies
(2) Retail stores including supermarkets and minimarkets
(3) Online stores
6. Sales target: 1,282,000 bottles per day
(daily average sales from June through December 2025)



5-bottle package



2-bottle package

[References]

1. Profile of PT Yakult Indonesia Persada

- (1) Name: PT Yakult Indonesia Persada
- (2) Capitalization: 110.1155 billion rupiah
- (3) Location: Jakarta, Indonesia
- (4) Representative: Toshiyuki Iwamoto
- (5) Established: February 1990
- (6) Start of operations: January 1991
- (7) Number of employees: 6,828 (as of the end of December 2024)
- (8) Sales performance: 5,813,000 bottles per day
(average for the January-December 2024 period)

2. Profile of the Republic of Indonesia

- (1) Population: Approx. 270 million people
- (2) Area: Approx. 1.92 million square kilometers (about 5 times the size of Japan)
- (3) Capital: Jakarta
- (4) Currency: 1 rupiah = 0.0085 yen (as of the end of April 2025)