

## **Yakult to Start Selling *Yakult Vitals*, a Fermented Soy Drink with Vitamin D and Minerals (dairy-free), in Europe**

**Tokyo, February 2, 2026** - Yakult Honsha Co., Ltd. (President: Hiroshi Narita) today announced that its European headquarters Yakult Europe B.V. ("Yakult Europe") will start selling *Yakult Vitals*, a fermented soy drink with vitamin D and minerals (dairy-free), in the Netherlands on February 9, 2026. The products will be sold under a proprietary brand in Europe.

*Yakult Vitals* is an all-plant beverage made by fermenting soy milk, a plant material, with bacteria and then adding fruit juice. The flavors were designed so that even those who may not usually enjoy soy milk will be inspired to try it and become repeat consumers of the beverage. *Yakult Vitals* contains various nutrients, including calcium, vitamin D, zinc, and magnesium, thereby providing health value in addition to good taste.

Yakult Europe aims to further penetrate the market with the Yakult brand and expand sales in Europe by targeting people who are concerned about nutritional deficiencies in their busy daily lives and approaching those looking for dairy-free foods, such as people with lactose intolerance or those on a vegan diet.

Starting with the launch in the Netherlands, Yakult Europe plans to gradually expand the sales to other European countries.

The Company, which established Yakult European R&D Center B.V. in the Netherlands in September 2025, plans to expand both the product lineup, including this product, and its new product portfolio.

1. Product name: *Vitals Strawberry Flavor* and *Vitals Mango & Passionfruit Flavor*
2. Size and package: 200-ml paper bottle with a screw cap
3. Stock form: 12 bottles/case
4. Sales area: Starting in the Netherlands and gradually expanding to other European countries
5. Start of sales: February 9, 2026
6. Sales channel: Retail stores including supermarkets
7. Sales target: 114,000 cases (cumulative from February to December 2026)



[Reference]

1. Profile of Yakult Europe B.V.

(1) Company name: Yakult Europe B.V.

(2) Paid-in capital: 30,276,000 euro

(3) Location: Almere, Kingdom of the Netherlands

(4) Representative: Hiroaki Yoshimura

(5) Established: March 18, 1996

(6) Number of employees: 123 (as of the end of December 2025)

(7) Sales volume: 29,000 bottles per day (Average daily sales from January to September 2025)

Note: Total sales volume of the Yakult Group in Europe: 675,000 bottles per day (Average daily sales from January to September 2025)