

July, 2011

**Yakult Starts Production at Tianjin Plant in China**

Yakult Honsha Co., Ltd. (President Takashige Negishi) today announced that Tianjin Yakult Co., Ltd. (Tianjin Plant), a subsidiary of Yakult (China) Co. Ltd., would start production of the fermented milk drink “Yakult” on August 3.

Tianjin Yakult will be Yakult’s third manufacturing plant in China.

Yakult’s Chinese manufacturing operations started with the Guangzhou Plant in 2002 followed by the Shanghai Plant in 2006, and the Company has been gradually expanding its sales areas along the coast from South China to East China and then to North China. The two plants have been carrying out timely expansions of their production capacities and currently have a combined production capacity of approximately 2.9 million bottles of “Yakult” per day.

In 2007, Yakult (China) established Tianjin Yakult in Tianjin Economic - Technological Development Area (TEDA) to bolster its ability to supply products to North China and Northeast China, and started construction of the plant in November 2009.

The Tianjin Plant will initially produce about 300,000 bottles of “Yakult” per day. Going forward, the Company plans to enhance the production facilities at the plant to boost the capacity to a maximum of about 1.46 million bottles per day.

With the commencement of production at the Tianjin Plant, Yakult aims to swiftly spread “Yakult” and expand its sales in China.

The overview of Tianjin Yakult is as follows:



1. Name: Tianjin Yakult Co., Ltd.
2. Location: Tianjin Economic - Technological Development Area (TEDA) \*140 km southeast of Beijing
3. Representative: Yoshihiro Kawabata
4. Capitalization: US\$31.8 million (approx. 2.87 billion yen)
5. Established: November 29, 2007
6. Plant built-up area: about 7,000 m<sup>2</sup>
7. Plant site area: about 38,000 m<sup>2</sup>
8. Plant total floor area: about 9,000 m<sup>2</sup>
9. Plant's production capacity: about 300,000 bottles per day at the beginning; about 1.46 million bottles per day at maximum
10. Product: the fermented milk drink "Yakult"
11. Supply area: North China and Northeast China (Beijing, Tianjin, Qingdao, Jinan, Shenyang, Dalian, etc.)

[Reference: Outline of the Yakult Group's Business in Mainland China]

In mainland China, the Yakult Group has a total of six companies led by Yakult (China) Co. Ltd., the managing company, with two manufacturing and sales companies Guangzhou Yakult Co., Ltd. and Shanghai Yakult Co., Ltd., two sales companies Beijing Yakult Co., Ltd. and Shanghai Yakult Marketing Co., Ltd., and Tianjin Yakult Co., Ltd., a manufacturing company.

**<Managing Company>**

Yakult (China) Co. Ltd.	Established in April 2005 as a wholly-owned subsidiary of Yakult Honsha in Shanghai with the aim of overseeing the operations in mainland China and ensuring speedy business expansion by drafting and implementing business strategies and plans. Yakult (China) has established 14 branches at locations including Ningbo and Shenyang to strengthen its sales network in China.
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**<Manufacturing and Sales Companies>**

Name	Start of operation	Sales area
Guangzhou Yakult Co., Ltd.	June 2002	Guangdong province with focus on Guangzhou and Hainan province
Shanghai Yakult Co., Ltd.	May 2005	Shanghai

**<Sales Companies>**

Name	Start of sales	Sales area
Beijing Yakult Co., Ltd.	June 2006	Beijing and its suburbs
Shanghai Yakult Marketing Co., Ltd.	April 2007	Guangdong province and Hainan province, cities other than Beijing and Shanghai

**<Manufacturing Company>**

Name	Start of production	Business profile
Tianjin Yakult Co., Ltd.	August 2011	Manufacturing “Yakult” for North China and Northeast China