

October , 2011

### **Yakult Issues “Yakult Social & Environmental Report 2011”**

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced the issuance of its annual social and environmental report “Yakult Social & Environmental Report 2011,” which provides information on the social activities and the results achieved and challenges to overcome associated with the environmental conservation activities conducted by Yakult Honsha and other Yakult Group companies during fiscal 2010.

The Report is made available in two different versions: a printed version and an electronic version. The former centers on special features, while the latter covers both special features and detailed data. Starting from this fiscal year, an English version can also be obtained by visiting the Company’s website.

The Report has been issued every year since fiscal 2000, as an annual environmental report of the Company. Initially, the main purpose of the Report was to disclose information regarding the Company’s environmental measures. Later, in fiscal 2005, in response to the diversifying demand from stakeholders for information disclosure, the Report was expanded to include, in addition to environmental topics, a wide range of information about the corporate social activities carried out by the Company and its Group.

The outline of “Yakult Social & Environmental Report 2011” is shown below.

1. Month/Year of Issue: October 2011

2. Outline

<Printed Version>

(1) Format

Size: A4 size, 17 pages

Printing: Four-color waterless printing

Ink: Vegetable oil ink

Paper: Forest Stewardship Council (FSC) mixed sources paper

(2) Main contents

Special Features:

Promoting Recovery from the Great East Japan Earthquake

Results of Eco Vision 2010

Eco-Town Program at the Fuji Susono Plant

Overseas Environmental and Social Activities

Activities for Promoting “Safety and Peace of Mind” Regarding Foods

Yakult’s Roots: Shirota-ism

Environmental activity highlights

Social activity highlights

<Electronic version>

(1) Format

E-book, PDF

57 pages \*Yakult Honsha website (<http://www.yakult.co.jp>)

Japanese version: To be released mid-October

English version: To be released early November

(2) Main contents

Special Features (same as the printed version)

Others:

- Environmental action plan, disclosure of environmental accounting information, etc.
- CSR efforts, communication with local community
- Plant site reports
- Activities at overseas business sites