

September , 2012

Sales of Yakult to Start in Hai Phong, Vietnam

—Yakult Vietnam to set up its third operating base in the country—

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that Yakult Vietnam Co., Ltd. would start selling the Yakult fermented milk drink in the city of Hai Phong on September 10, 2012.

Sales of Yakult in Vietnam started in September 2007, when Yakult Vietnam began selling the product in Ho Chi Minh, the country's largest commercial city, through retail stores and home delivery by female sales staff known as "Yakult Ladies." The company has since been working to create and expand the probiotics market in Vietnam and started selling the drink in the country's capital city of Hanoi in May 2011.

Yakult was available in about 3,234 stores and there were 165 Yakult Ladies in Vietnam as of the end of July 2012.

Located about 100 km east of Hanoi, Hai Phong is Vietnam's third largest city with a population of approximately 1.9 million people and it is one of the five cities directly governed by the central government. It also is the biggest port city in northern Vietnam. It has been growing as a logistic and industrial center in recent years and is an important market for Yakult to accelerate its business in the country.

By establishing an operating base in Hai Phong, following Ho Chi Minh and Hanoi, and starting sales through the retail channel, Yakult aims to further popularize the product and expand its business in Vietnam.

The outline of the Yakult sales plan in Hai Phong is as follows:

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|----------------------------|---|
| 1. Product Name: | Yakult |
| 2. Size/Package: | 65 ml polystyrene bottle; 5 bottles per package |
| 3. Suggested Retail Price: | 22,000 dong (approx. 82 yen) per package of 5 bottles |
| 4. Commencement of Sales: | September 10, 2012 |
| 5. Sales Area: | Hai Phong
*We will monitor the sales situation in Hai Phong and plan to expand the sales area to include nearby cities. |
| 6. Sales Channel: | Primarily retail stores
*We expect to be supplying to a total of about 400 outlets in December 2012. We will monitor the progress in the retail store sales and consider the timing for the launch of home delivery sales. |
| 7. Sales Target: | 4,000 bottles per day (in December 2012) |

[Reference]

1. Profile of Yakult Vietnam

Company Name:	Yakult Vietnam Co., Ltd.
Foundation:	June 2006
Commencement of Operations:	September 2007
Representative:	Michio Kashiwaya
Capital:	25.8 million U.S. dollars * 80% owned by Yakult Honsha and 20% by Groupe Danone (Danone Probiotics Pte. Ltd.)
Sales:	113,142 bottles per day (July 2012)

2. Profile of the Socialist Republic of Vietnam

Population:	85.85 million (Central Population Census Steering Committee; April 2009)
Area:	329,241 km ² (Roughly equivalent to the land area of Japan excluding Kyushu)
Capital:	Hanoi
Currency:	Vietnamese dong (1 dong = 0.0037 yen as of the end of August 2012)

3. Profile of Hai Phong

Population:	Approx. 1.9 million
Area:	1,523 km ²

