

February , 2013

## Sales of Yakult to Start in Chongqing and Zhengzhou, Henan Province, China

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that Yakult (China) Co., Ltd. has established branches in Chongqing and Zhengzhou, Henan Province, China (Chongqing Branch and Zhengzhou Branch) and will start sales of the Yakult fermented milk drink through retail outlets including supermarkets.

Sales will start on February 28 for Chongqing Branch and March 4 for Zhengzhou Branch.

Chongqing is located in western China. The city, which has a population of about 33 million, is directly governed by the central government along with Beijing, Shanghai and Tianjin.

Located in the upstream region of the Yangtze River, it also is an important economic, financial, cultural and transportation center and its commercial and service industries have been booming in recent years. A number of Japanese and other foreign major retailers have their presence in the city and it is considered to be a promising market for Yakult to accelerate its business expansion.

Zhengzhou is the capital of Henan Province located in central China and it has a population of about 7.5 million people\*. It is a transportation hub where major railway lines running in the east-west and north-south directions cross. The city is designated as a developing inland city whose industrial as well as agricultural growth has been remarkable.

Henan Province is China's most populous province with a population of about 100 million people\* and is a promising inland market which is expected to have significant economic growth. Starting sales of Yakult in Zhengzhou, therefore, is expected to contribute significantly to the spread of the product in inland China. (\*Source: Official website of the People's Government of Henan Province)

In line with the plan to open 27 sales bases in the country by 2015, the Yakult Group's Chinese business had increased the number of sales bases to 22. With these two new branches, the number of sales bases in China becomes 24.

The profiles of Chongqing and Zhengzhou Branches of Yakult (China) are as follows:

### 1. Profile of Chongqing Branch, Yakult (China) Co., Ltd.

- (1) Location: 2-1, Block 6, No. 32, Gang Cheng Zhong Road, Jiang Bei District, Chongqing
- (2) Branch Manager: Luo Min
- (3) Established: September 3, 2012

- (4) Areas managed: Chongqing
- (5) Marketing method: Selling through retail outlets such as supermarkets
- (6) Sales target: 31,000 bottles per day in fiscal year 2013

## 2. Profile of Zhengzhou Branch, Yakult (China) Co., Ltd.

- (1) Location: West first floor, Second Workshop, Street 4, Jing Bei San Road, Zhengzhou Economic and Technological Development Zone, Zhengzhou, Henan Province
- (2) Branch Manager: Tsuyoshi Natsume
- (3) Established: September 21, 2012
- (4) Areas managed: Zhengzhou and surrounding cities in Henan Province
- (5) Marketing method: Selling through retail outlets such as supermarkets
- (6) Sales target: 28,000 bottles per day in fiscal year 2013

<Reference: Yakult distribution areas in mainland China>

