

April 2013

Sales of Yakult to Start in Republic of Malta

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that sales of the Yakult fermented milk drink would start in the Republic of Malta, an island country located about 93 kilometers south of Sicily, Italy on April 8, 2013.

In Malta, Yakult Italia S.r.l., a wholly owned subsidiary of Yakult Europe B.V., will sell the products manufactured by Yakult Europe, through a local food wholesaler, at retail stores.

The Yakult Group aims to contribute to the health of the people in Malta through the distribution of Yakult.

Under its corporate philosophy of “We contribute to the health and happiness of people around the world through pursuit of excellence in life science in general and our research and experience in microorganisms in particular,” the Yakult Group has been expanding the countries and regions where its products are available and it currently sells the Yakult fermented milk drink and other dairy products in 30 countries and regions outside Japan.

With the start of sales of Yakult in Malta, its sales network will expand to 31 countries and regions in addition to Japan.

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

- | | |
|----------------------------|---|
| 1. Product Name: | Yakult |
| 2. Size/Package: | 65 ml bottle; 7 bottles per package |
| 3. Suggested Retail Price: | 5.95 euro (approx. 714 yen) per package |
| 4. Commencement of Sales: | April 8, 2013 |
| 5. Sales Area: | Republic of Malta |
| 6. Sales Channel: | Retail stores |

Reference: Profile of Republic of Malta

Population: approx. 400,000

Area: about 316 km²

Capital: Valletta

Currency: Euro

(Exchange rate as of April 1, 2013:

1 euro = 119.98 yen)