

Sep 2017

Yakult Establishes Branch in Huizhou, Guangdong, China

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that its subsidiary Guangzhou Yakult Co., Ltd. would establish a branch in Huizhou, Guangdong Province, China, and start sales of the Yakult and Yakult Light fermented milk drinks through supermarkets and other retail outlets as well as home delivery by Yakult Ladies from September 2017.

Huizhou is a major city located in the center of Guangdong Province and lies in the eastern part of the Pearl River Delta. It has a population of about 4.6 million people and an area of about 11,200 km².

Until now, the Yakult Group has been selling products in Huizhou by supplying them from Guangzhou Yakult's Shenzhen Branch (Shenzhen, Guangdong Province), and the establishment of the Huizhou Branch will further enhance the sales structure.

With the establishment of the branch, the Group now has 41 sales bases in the country, of which seven are managed by Guangzhou Yakult.

An overview of Guangzhou Yakult and the Huizhou Branch is as follows:

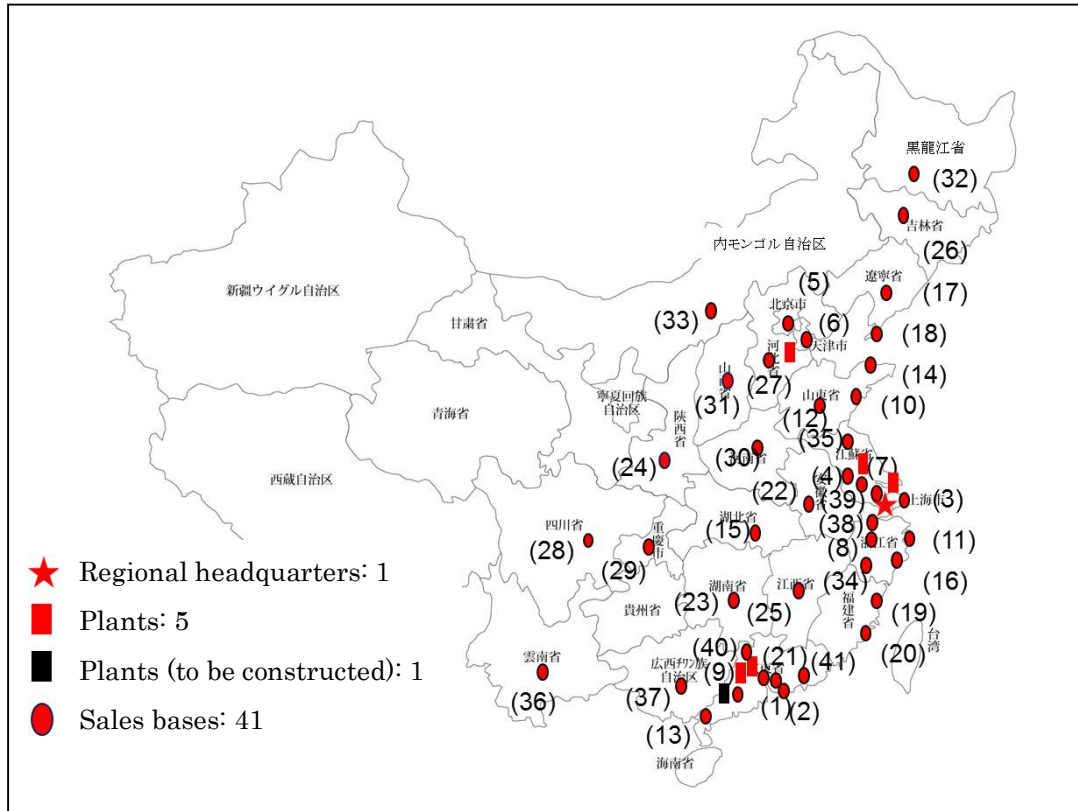
1. Profile of Guangzhou Yakult

- (1) Name: Guangzhou Yakult Co., Ltd.
- (2) Location: Guangzhou, Guangdong Province, People's Republic of China
- (3) Representative: Tomoyasu Muto
- (4) Established: January 2001
- (5) Start of Operations: June 2002
- (6) Capitalization: 395.6 million yuan (50% held by Yakult Honsha Co., Ltd., 35% by Hong Kong Yakult Co., Ltd., 10% by Yakult (China) Corporation, 5% by CDC Investment Consultants Ltd.)
- (7) Employees: about 1,200 (as of the end of August 2017)

2. Profile of Huizhou Branch, Guangzhou Yakult

- (1) Location: Huizhou, Guangdong Province
- (2) Branch manager: Hiroshi Tokutomi
- (3) Established: June 2017
- (4) Area managed: Huizhou, Guangdong Province
- (5) Marketing method: Through retail outlets including supermarkets and home delivery by Yakult Ladies
- (6) Start of sales: September 2017
- (7) Sales plan: 65,000 bottles per day in fiscal year 2017 (from January to December 2017)

[Reference] Sales areas in China



(1) Guangzhou, (2) Shenzhen, (3) Shanghai, (4) Nanjing, (5) Beijing, (6) Tianjin, (7) Suzhou, (8) Hangzhou, (9) Foshan, (10) Qingdao, (11) Ningbo, (12) Jinan, (13) Zhanjiang, (14) Yantai, (15) Wuhan, (16) Wenzhou, (17) Shenyang, (18) Dalian, (19) Fuzhou, (20) Xiamen, (21) Dongguan, (22) Hefei, (23) Changsha, (24) Xi'an, (25) Nanchang, (26) Changchun, (27) Shijiazhuang, (28) Chengdu, (29) Chongqing, (30) Zhengzhou, (31) Taiyuan, (32) Harbin, (33) Hohhot, (34) Jinhua, (35) Huai'an, (36) Kunming, (37) Nanning, (38) Jiaxing, (39) Wuxi, (40) Qingyuan, (41) Huizhou