Yakult Establishes Branch in Zhongshan, Guangdong, China

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that its subsidiary Guangzhou Yakult Co., Ltd. established a branch in Zhongshan, Guangdong Province, China, which would start sales of the Yakult and Yakult Light fermented milk drinks through supermarkets and other retail outlets on January 2, 2018.

Zhongshan is a major city located in the western part of the Pearl River Delta at the center of Guangdong Province. It covers an area of approximately 1,800 km² and has a population of about 3.12 million.

Until now, the Yakult Group has been selling products in Zhongshan and its neighboring cities of Zhuhai and Jiangmen by supplying them from Guangzhou Yakult (Guangzhou, Guangdong Province), and the establishment of the Zhongshan Branch will further enhance the sales structure.

With the establishment of the branch, the Group will have 42 sales bases in the country, of which eight are managed by Guangzhou Yakult.

An overview of Guangzhou Yakult and Zhongshan Branch is as follows:
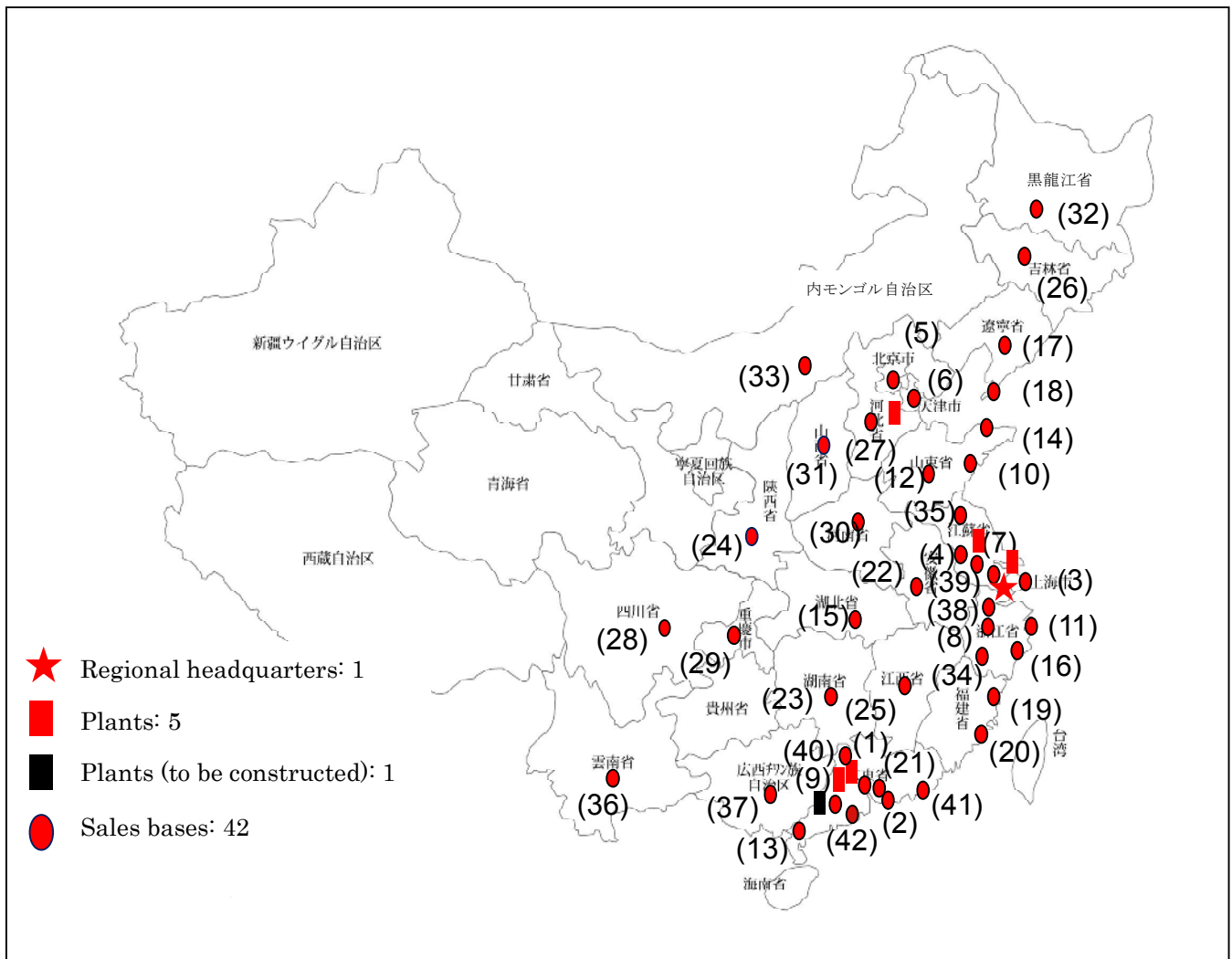
1. Profile of Guangzhou Yakult
   - (1) Name: Guangzhou Yakult Co., Ltd.
   - (2) Location: Guangzhou, Guangdong Province, People's Republic of China
   - (3) Representative: Tomoyasu Muto
   - (4) Established: January 2001
   - (5) Opening of business: June 2002
   - (6) Capitalization: 395.6 million 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 1,250 (as of the end of October 2017)

2. Profile of Zhongshan Branch, Guangzhou Yakult
   - (1) Location: Zhongshan, Guangdong Province
   - (2) Branch manager: Hiroshi Tokutomi
   - (3) Established: October 2017
   - (4) Areas managed: Zhongshan, Zhuhai and Jiangmen
   - (5) Marketing method: Through retail outlets including supermarkets
   - (6) Start of sales: January 2, 2018
   - (7) Sales plan: 255,000 bottles per day in fiscal year 2018 (from January to December 2018)

[Reference] Sales areas in China

Regional headquarters: 1

Plants: 5

Plants (to be constructed): 1

Sales bases: 42

(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) Huaian, (36) Kunming, (37) Nanning, (38) Jiaxing,
(39) Wuxi, (40) Qingyuan, (41) Huizhou, (42) Zhongshan