

December 2018

Yakult Extends Sponsorship as Official Partner of the FINA World Championships and the FINA World Swimming Championships (25m) for 10 Years through 2028

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that it has extended its sponsorship as an official partner of the FINA World Championships and the FINA World Swimming Championships (25m) organized by the Fédération Internationale de Natation (FINA) for an additional 10 years, from 2019 to 2028.

Yakult Honsha has sponsored the FINA World Championships and the FINA World Swimming Championships (25m) as an Official FINA Partner since 2005 because its corporate philosophy to contribute to the health and happiness of people around the world through pursuit of excellence in life science is in harmony with FINA's philosophy of contributing to the creation of rich lifestyles for people throughout the world by promoting good health through aquatics.

At present, the Yakult fermented milk drink and other Yakult brand products are sold in 38 countries and regions throughout the world. By extending the sponsorship as an Official FINA Partner of the FINA World Championships and the FINA World Swimming Championships (25m), the company will work to raise its corporate and product brand value around the globe.

With the extension of the agreement, Yakult Honsha will be able to exercise exclusive marketing rights in the non-alcoholic beverages and dairy product category at the FINA World Championships and the FINA World Swimming Championships (25m), and will conduct sponsorship activities such as displaying the Yakult corporate logo on the bibs of female athletes, on the swim caps of male and female athletes, and on pool-side branding.

<Reference>

1. Overview of FINA

Name: Fédération Internationale de Natation (FINA)

Founded: 1908

Headquarters: Lausanne, Switzerland

Main events: Swimming, open water swimming, diving, high diving, water polo, artistic swimming, and aquatics for masters

Member countries: 209 countries and regions

President: Dr. Julio C. Maglione (Uruguay)

2. Host countries during the period of the agreement

(1) FINA World Championships

- a) 2019 Gwangju, South Korea
- b) 2021 Fukuoka, Japan
- c) 2023 Doha, Qatar
- d) 2025 TBA
- e) 2027 TBA

(2) FINA World Swimming Championships (25m)

- a) 2020 Abu Dhabi, United Arab Emirates
- b) 2022 Kazan, Russia
- c) 2024 Budapest, Hungary
- d) 2026 TBA
- e) 2028 TBA

3. Sponsorship details

(1) Displaying the Yakult corporate logo

- Venue signs (pool-side signs, backdrops of interviews, etc.)
- Bibs of female athletes
- Swim caps of male and female athletes

(2) Display of a giant Yakult bottle

(3) PR activities targeting event staff, athletes, and spectators