

Sales of Yakult Gold to Start in the Middle East, Beginning in the United Arab Emirates

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that its overseas subsidiary, Yakult Middle East FZCO, would start sales of the *Yakult Gold* fermented milk drink, containing 30 billion of Yakult's proprietary *Lactobacillus casei* strain Shirota per bottle, in the United Arab Emirates (UAE) from September 15, 2019. The company will also consider later selling the products in Oman, Bahrain, Qatar, and Kuwait.

Since Yakult Middle East began sales of *Yakult* in five Middle Eastern countries in March 2017, and introduced *Yakult Light* in April 2018, sales have continued to grow steadily. Consumer awareness towards health has been growing in the region and there has been increasing demand from supermarkets and other retailers to further enhance the lineup of probiotic products. In response, Yakult Middle East is introducing *Yakult Gold*, which contains 30 billion of Yakult's proprietary *Lactobacillus casei* strain Shirota per bottle, to expand the market.

Yakult Gold to be sold in the UAE will be manufactured by and imported from Yakult Malaysia.

The sales plan of *Yakult Gold* in the Middle East is as follows:



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| 1. Product name: | Yakult Gold |
| 2. Size/Package: | 85 ml bottle; 5 bottles per package |
| 3. Suggested retail price: | 20 dirhams/5-bottle package (approx. 592 yen)
*1 dirham = 29.62 yen (as of the end of July 2019) |
| 4. Start of sales: | September 15, 2019 |
| 5. Sales area: | The United Arab Emirates (UAE)
*Sales will begin in the UAE with the possibility of expansion to Oman, Bahrain, Qatar and Kuwait. |
| 6. Sales channel: | Supermarkets and other retail stores |
| 7. Sales target: | 1,000 bottles per day (average Sept - Dec 2019) |

[Reference]

Profile of Yakult Middle East FZCO

- (1) Name: Yakult Middle East FZCO
- (2) Location: Dubai, United Arab Emirates (UAE)
- (3) Representative: Koji Tanaka
- (4) Capitalization: 4.5 million dirhams
- (5) Established: September 2015
- (6) Start of sales: March 2017
- (7) Employees: 7 (including 2 dispatched from Japan)
- (8) Sales record: 16,000 bottles per day (average from January to December 2018)

2. Overview of the United Arab Emirates (UAE)

- (1) Population: 10.74 million
- (2) Area: 83,600 square kilometers
- (3) Capital: Abu Dhabi
- (4) Currency: Emirati dirham

3. Overview of Oman

- (1) Population: 4.39 million
- (2) Area: 310,000 square kilometers
- (3) Capital: Muscat
- (4) Currency: Omani rial

4. Overview of Bahrain

- (1) Population: 1.51 million
- (2) Area: 720 square kilometers
- (3) Capital: Manama
- (4) Currency: Bahraini dinar

5. Overview of Qatar

- (1) Population: 2.75 million
- (2) Area: 11,427 square kilometers
- (3) Capital: Doha
- (4) Currency: Qatari riyal

6. Overview of Kuwait

- (1) Population: 4.70 million
- (2) Area: 17,818 square kilometers
- (3) Capital: Kuwait City
- (4) Currency: Kuwaiti dinar

NB: Populations for each country are taken from figures announced by the IMF in April, 2019