

Yakult Vietnam has Started Selling *Yakult Light*

Yakult Honsha Co., Ltd. (President: Hiroshi Narita) today announced that its overseas subsidiary Yakult Vietnam Co., Ltd. started selling *Yakult Light*, a low-calorie version of the *Yakult* fermented milk drink, from April 1, 2024.

There has been growing health awareness among consumers in Vietnam in recent years and demand for low-sugar and low-calorie products has been increasing.

Against this background, Yakult Vietnam aims to expand sales by introducing *Yakult Light*, which has less sugar and lower calories compared to regular *Yakult*.

Yakult Vietnam's sales plan for *Yakult Light* is as follows:

1. Product name: *Yakult Light*
2. Size and package: Packages of five and ten 65 ml bottles
3. Suggested retail price: Home delivery: 25,000 VND (152.5 yen)/ five-bottle package
50,000 VND (305 yen)/ 10-bottle package
Store sales: 26,000 VND (158.6 yen)/ five-bottle package
52,000 VND (317.2 yen)/ 10-bottle package
(Exchange rate as of the end of February 2024: 1 VND = 0.0061 yen)
4. Start of sales: April 1, 2024
5. Sales channel: Home delivery by Yakult Ladies
Sales at hypermarkets, supermarkets, convenience stores, etc.
6. Sales target: 86,000 bottles per day (daily average from April through December 2024)



Five-bottle package



10-bottle package

Reference:

1. Profile of Yakult Vietnam Co., Ltd.

- (1) Company name: Yakult Vietnam Co., Ltd.
- (2) Capitalization: 1,140,657 million VND
(Yakult Honsha: 80%, Danone Probiotics: 20%)
- (3) Location: Ho Chi Minh, Vietnam
- (4) Representative: Toshihiko Haramoto
- (5) Established: June 2006
- (6) Start of operations: September 2007
- (7) No. of employees: 1,439 (as of the end of December 2023)
- (8) Sales: 1.038 million bottles per day
(daily average from January through December 2023 [preliminary figure])

2. Overview of the Socialist Republic of Vietnam

- (1) Population: About 99.46 million
- (2) Area: 329,241 sq. km (about 87% of Japan)
- (3) Capital: Hanoi
- (4) Currency: 1 VND = 0.0061 yen (as of the end of February 2024)