

May, 2013

## Sales of Sofúl LT to Start in Mexico

Yakult Honsha Co., Ltd. (President: Takashige Negishi) announced today that its subsidiary, Yakult S.A. De C.V. (Mexico) (“Yakult Mexico”), will start selling reduced calorie Sofúl LT (plain, strawberry, apple and mango flavors) from May 6, 2013.



Yakult Mexico started production and sales of the Yakult fermented milk drink in 1981 in Mexico City. Since then, the company has been promoting the health benefits of Yakult while expanding the sales area and steadily growing its sales. Currently, the company has, besides Yakult, Sofúl hard-type yogurt and drink-type yogurt in its line-up, and sells more than 3.3 million bottles of dairy products a day across Mexico.

In recent years, there has been increased health consciousness and growing interest in and expectations for functional foods among the consumers in Mexico regardless of their age or gender, and the company has started receiving numerous customer requests for reduced calorie, less sweet products.

Against this backdrop, Yakult Mexico has decided to fully replace its Sofúl hard-type yogurt with the reduced calorie Sofúl LT.

Sofúl LT uses the sweetener sucralose in place of sugar to reduce calories by 25% compared to the existing Sofúl. The packaging has also been changed to brighter colors with a design that invokes the image of a reduced calorie product.

The sales plan for Sofúl LT in Mexico is as follows:

Product name:	Sofúl LT
Product varieties:	4 types (plain, strawberry, apple and mango)
Content:	Plain – 105 grams Strawberry, Apple and Mango – 106 grams
Container:	Paper cup
Suggested retail price:	5.5 peso (approx. 35 yen) per cup
Commencement of sales:	May 6, 2013
Sales area:	The Mexico City metropolitan area and major regional cities

Sales channels: Home delivery by Yakult Ladies and retail stores including supermarkets  
Sales target: 78,311 cups per day (daily average for the period from May to December 2013)

[Reference] Profile of Yakult Mexico

Company name: Yakult S.A. De C.V. (Mexico)

Established: October 1981

Location: Mexico City, Mexico

President: Toru Ogawa

Employees: 2,933