

Sales of Yakult Light Start in Indonesia

Yakult Honsha Co., Ltd. (President: Hiroshi Narita) today announced that its overseas subsidiary P.T. Yakult Indonesia Persada started selling Yakult Light, a low-calorie version of the Yakult fermented milk drink, from October 1, 2022.

There has been growing health awareness among consumers in Indonesia in recent years against a backdrop of a rise in the number of diabetic patients, resulting in increased needs for low-sugar and low-calorie products.

Against this background, P.T. Yakult Indonesia Persada aims to expand sales by introducing Yakult Light, which has 50% less calories compared with regular Yakult.

The sales plan for Yakult Light in Indonesia is as follows:

1. Product name: Yakult Light
2. Size and package: Packages of five 65ml bottles
3. Suggested retail price: Within the island of Java: 13,000 Rupiah per five-bottle package (approx. 121 yen)
Outside Java: 13,500 Rupiah per five-bottle package (approx. 125.5 yen)
4. Start of sales: October 1, 2022
5. Sales area: To be sold initially in the islands of Java and Bali.
Sales to be subsequently expanded to other areas.
6. Sales channel: Supermarkets, minimarkets, and other retail channels, hospitals, etc.
7. Sales target: 250,000 bottles per day (daily average from October through December 2022)



Reference:

1. Profile of P.T. Yakult Indonesia Persada

Company name:	P.T. Yakult Indonesia Persada
Capitalization:	110,115.5 million Rupiah
Location:	Jakarta, Republic of Indonesia
Representative:	Hiroshi Kawaguchi
Established:	February 1990
Start of sales:	January 1991
Employees:	6,716 (as of the end of March 2022)
Bottle sales:	7.32 million bottles per day (daily average from January through December 2021)

2. Overview of the Republic of Indonesia

Population:	About 270 million
Area:	About 1.92 million sq. km (about five times that of Japan)
Capital:	Jakarta
Currency:	Rupiah; 1 Rupiah = 0.0093 yen (as of the end of August 2022)