

Yakult China and Guangzhou Yakult to Start Selling Yakult 50 Billion Light

Yakult Honsha Co., Ltd. (President: Hiroshi Narita) today announced that its overseas subsidiaries Yakult (China) Corporation and Guangzhou Yakult Co., Ltd. would start sales of Yakult 50 Billion Light, a high bacteria count, high value-added fermented milk drink from February 1, 2023.

There has been growing interest in health among consumers in China in recent years and demand for products with high bacteria counts has been growing in the fermented milk drink market. Against this backdrop, the Yakult Group aims to expand sales by introducing Yakult 50 Billion Light, which contains 50 billion of Yakult's proprietary *Lactobacillus casei* strain Shirota in addition to dietary fiber and nutrients such as vitamin D and E, and calcium.

The sales plan for Yakult 50 Billion Light by Yakult China and Guangzhou Yakult is as follows:

1. Product name: Yakult 50 Billion Light
2. Size and package: Packages of five 100 ml bottles
3. Suggested retail price: 16.8 yuan (approx. 342 yen) per package
4. Start of sales: February 1, 2023, for the area covered by Guangzhou Yakult
February 6, 2023, for the area covered by Yakult China
5. Sales channels: Home delivery by Yakult Ladies
Hypermarkets, supermarkets, convenience stores, and other retail channels
6. Sales target: 408,000 bottles per day
(daily average sales from January through December 2023)
[Breakdown]
Yakult China: 295,000 bottles per day
Guangzhou Yakult: 114,000 bottles per day



Yakult 50 Billion Light sold by Yakult China



Yakult 50 Billion Light sold by Guangzhou Yakult

[Reference]

1. Profile of Yakult (China)

- (1) Name: Yakult (China) Corporation
- (2) Capitalization: 1,491.52 million yuan (as of the end of June 2022)
(wholly owned by Yakult Honsha Co., Ltd.)
- (3) Location: Shanghai, People's Republic of China
- (4) Representative: Noriyuki Umehara
- (5) Established: April 2005
- (6) Start of operations: April 2007
- (7) Employees: 3,001 (as of the end of October 2022)
- (8) Sales performance: 4,164,000 bottles per day (including sales by Yakult Shanghai and Yakult Beijing)
(average for the January–December 2021 period)
- (9) Sales area: Mainland China other than Guangdong and Hainan Provinces

2. Profile of Guangzhou Yakult Co., Ltd.

- (1) Name: Guangzhou Yakult Co., Ltd.
- (2) Capitalization: 395.6 million yuan (as of the end of June 2022)
(50% held by Yakult Honsha Co., Ltd., 35% by Hong Kong Yakult Co., Ltd., 10% by Yakult (China) Corporation, and 5% by Guangzhou Sui Zhi Investment Co., Ltd.)
- (3) Location: Tianhe District, Guangzhou, Guangdong Province, People's Republic of China
- (4) Representative: Noriyuki Umehara
- (5) Established: January 2001
- (6) Start of operations: June 2002
- (7) Employees: 1,902 (as of the end of October 2022)
- (8) Sales performance: 2,824,000 bottles per day
(average for the January–December 2021 period)
- (9) Sales area: Guangdong and Hainan Provinces

3. Profile of People's Republic of China

- (1) Population: Approx. 1.41 billion
- (2) Area: Approx. 9.6 million km² (about 25 times Japan)
- (3) Capital: Beijing
- (4) Currency: Chinese yuan
- (5) Exchange rate: 1 yuan = 20.35 yen (as of the end of October 2022)