

Yakult China and Guangzhou Yakult to Start Selling *Yakult Peach Flavor (Iron Plus)*

Yakult Honsha Co., Ltd. (President: Hiroshi Narita) today announced that its overseas subsidiaries Yakult (China) Corporation and Guangzhou Yakult Co., Ltd. will begin selling in stages *Yakult Peach Flavor (Iron Plus)* starting from May 9, 2024.

There has been growing health awareness among consumers in China in recent years, and demand for products containing nutritional ingredients has been increasing also in the lactic acid bacteria beverage market. To this end, the subsidiaries will introduce *Yakult Peach Flavor (Iron Plus)*, which contains 10 billion of Yakult's proprietary *Lactobacillus casei* strain Shirota as well as iron. The Yakult Group aims to expand sales by stimulating demand with the peach flavor, which is popular in China.

Sales plans for *Yakult Peach Flavor (Iron Plus)* at Yakult (China) and Guangzhou Yakult are as follows:

1. Product name: *Yakult Peach Flavor (Iron Plus)* (English name)
Yakult (China) area: 養樂多活菌型乳酸菌富含鉄乳飲品 (蜜桃味)
Guangzhou Yakult area: 益力多牌乳酸菌乳飲品 (水蜜桃味)
2. Size and package: Packages of five 100 ml bottles
3. Suggested retail price:
Yakult (China) area: 13.0 yuan (270.53 yen) per package
Guangzhou Yakult area: 12.0 yuan (249.72 yen) per package
(Exchange rate as of the end of February 2024: 1 yuan = 20.81 yen)
4. Start of sales: Yakult (China) area: May 15, 2024, through online and home delivery
May 24, 2024, at retail stores
Guangzhou Yakult area: May 9, 2024, through online
May 10, 2024, through home delivery
May 17, 2024, at retail stores
5. Sales channel: (1) Home delivery by Yakult Ladies
(2) Retail stores including hypermarkets, supermarkets, and convenience stores
(3) Online stores
6. Sales target: 360,000 bottles per day
(daily average sales from May through December 2024)
[Breakdown]
Yakult (China): 244,000 bottles per day
Guangzhou Yakult: 116,000 bottles per day



Yakult (China): 養樂多活菌型乳酸菌富含鐵乳飲品 (蜜桃味)



Guangzhou Yakult: 益力多牌乳酸菌乳飲品 (水蜜桃味)

[Reference]

1. Profile of Yakult (China)

- (1) Name: Yakult (China) Corporation
- (2) Capitalization: 1,491.52 million yuan (as of the end of January 2024)
(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) No. of employees: 2,429 (as of the end of January 2024)
- (8) Sales performance: 2,771,000 bottles per day
(average for the January–December 2023 period [preliminary])
*Including sales by Shanghai Yakult Co., Ltd. and Beijing Yakult Co., Ltd.
*Yakult (China) absorbed Beijing Yakult on January 1, 2024
- (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 January 2024)
(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) No. of employees: 2,000 (as of the end of January 2024)
- (8) Sales performance: 2,034,000 bottles per day
(average for the January–December 2023 period [preliminary])
- (9) Sales area: Guangdong and Hainan Provinces

3. Profile of People's Republic of China

- (1) Population: Approx. 1.4 billion
- (2) Area: Approx. 9.6 million km² (about 26 times Japan's area)
- (3) Capital: Beijing
- (4) Currency: Chinese yuan
- (5) Exchange rate: 1 yuan = 20.81 yen (as of the end of February 2024)