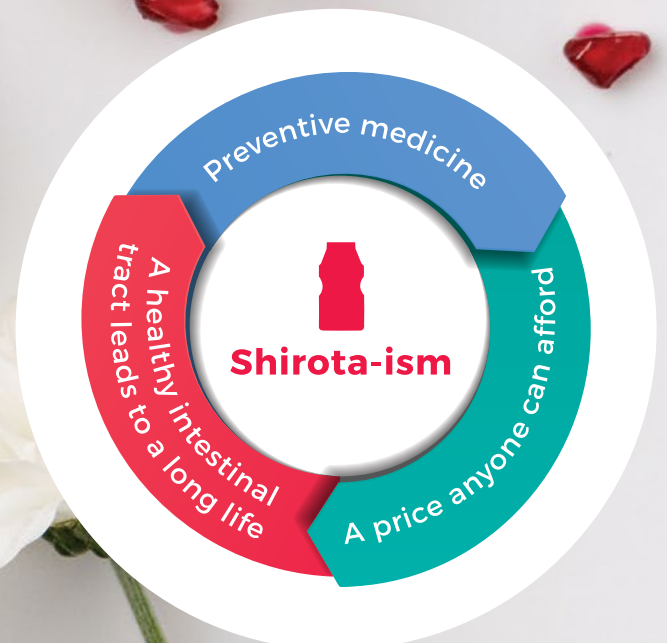


# Yakult

## Shirota-ism - The Root of Our Business

Proposed by Dr. Shirota, the Yakult business was founded on the philosophy of Shirota-ism. These principles have stood the test of time and have continued to be the basis of our research and development activities across the world.



## The Origins of Yakult

Dr. Minoru Shirota devoted his life to the study of intestinal bacteria and preventative health.

In Japan prior to the 1930s, malnutrition and poor sanitation resulted in a range of digestive disorders and ill health among the population.

In 1930, Dr. Shirota discovered a probiotic bacteria, *Lacticaseibacillus paracasei* Shirota (LcS, also formerly known as *Lactobacillus casei* Shirota) that reaches the intestines alive with the potential to contribute to human health. The Shirota strain was named in honour of his research. Probiotic bacteria create digestive balance by encouraging the growth of beneficial bacteria in the digestive system.

In 1935, the world's first commercial probiotic drink was launched as 'Yakult'. This probiotic milk-based drink ensures that the LcS strain survives the journey through the digestive system and assists in making a positive contribution to the intestinal microbiota.



Initially produced in Dr. Shirota's clinic, distribution and demand for Yakult grew leading to the establishment of Yakult Honsha Co. Ltd. In Tokyo, the founding company for Yakult worldwide.

## A multinational Company with 6 Divisions

### Foods and Beverages

Yakult offers a range of delicious dairy products that provide an easy way to ingest Yakult's unique probiotic strains.



### Research and Development

As a pioneer in probiotics, research and development are the driving force behind Yakult. New products are developed through vigorous research.

### Cosmetics

Pursuing the potential of lactic acid bacteria on skin, Yakult developed quality cosmetic compounds such as the moisturising Shirota Essence (S.E.) ingredient.



### International Business

Yakult has established a network throughout the world. Yakult conveys the value of probiotics, while striving to contribute to the vitality of the local community.

### Pharmaceuticals

Yakult has expanded its business as a world-class oncology company focused on anticancer drugs such as *Campto Infusion Solution*, in addition to a range of related drugs.

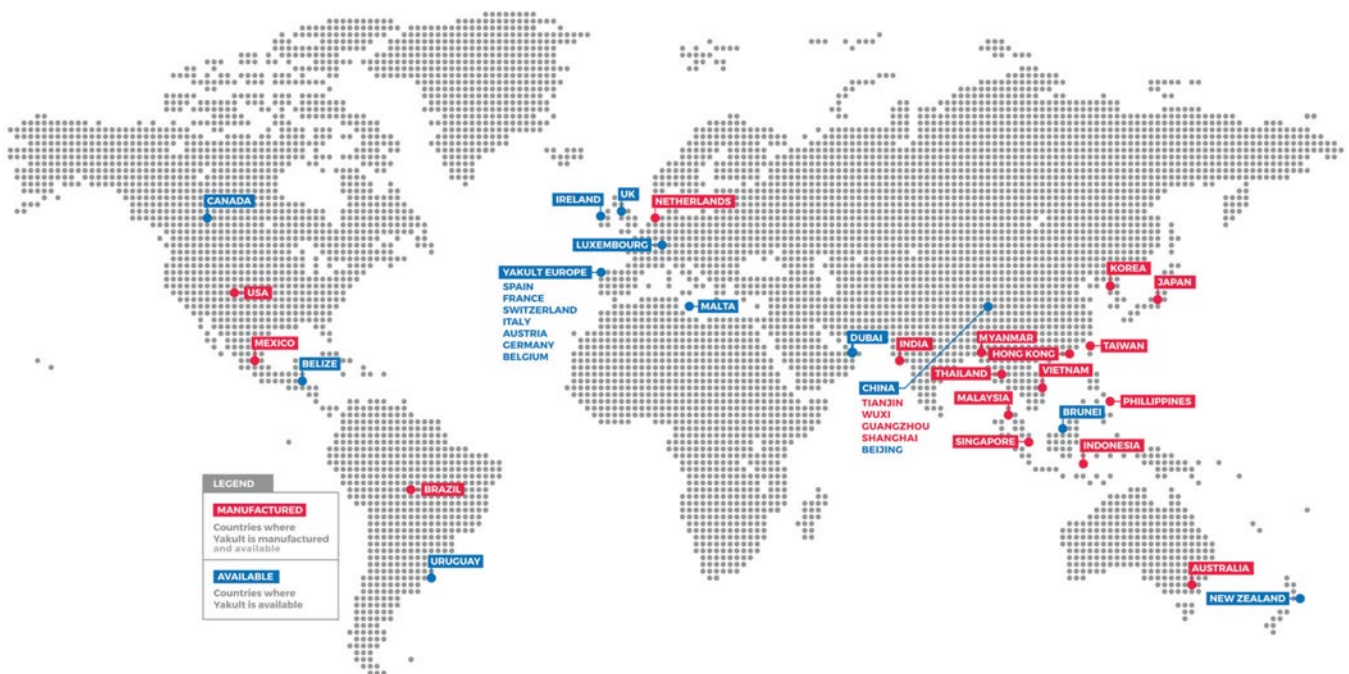


### Production

Yakult has developed its own quality control system for its dairy, cosmetic and pharmaceutical plants. We pursue manufacturing practices that offer safety and peace of mind.



## The Global Network



## Australia and New Zealand timeline

**1994**

Established in Dandenong Victoria with a \$30 million investment, Australia becomes the first English speaking country to produce and sell Yakult.

**1999**

Yakult is available in all states and regions in Australia.



**2001**

Yakult Family 10-pack is launched nationally.



**2004**

Yakult receives international Organisation for Standardisation (ISO) accreditation.

Launch of the Yakult Original 5-packs to Auckland, New Zealand.

Launch of Yakult LIGHT 7-pack throughout Australia.

## Products and Services

### Yakult Original and Yakult LIGHT

Yakult Original and Yakult LIGHT are fermented milk drinks containing at least 6.5 billion of the unique, live LcS probiotic bacteria in every bottle.

Both Yakult Original and Yakult LIGHT have similar tastes, although Yakult LIGHT has 75% less sugar and 40% fewer calories than Yakult Original. Yakult LIGHT is sweetened with a plant-based sweetener, Stevia. Neither product contains fat, cholesterol, wheat, gluten, fructose, preservatives, or artificial colours. Both are low in lactose.



*Over 10,000 tour and talk attendees each year (since 2021)*



### Factory Tour and Talk

- **Onsite factory tour**
- **Virtual factory tour**
- **Community and school talk (onsite and virtual)**

#### 2006

Yakult LIGHT packaging updated from 7-pack to 5-pack.



#### 2007

Automated machinery introduced to 10-pack production line, reducing plastic use by 60%.

Yakult LIGHT was introduced to New Zealand.

#### 2016

New innovative cold storage room is completed in August. Installation of a third injection blow moulding machine and a new robotic palletising arm in December to increase production capacity.

#### 2017

Development and launch of reformulated Yakult LIGHT with 75% less sugar and 40% less calories than Yakult Original.



## Yakult's involvement in Sustainable Development Goals (SDGs)



The Yakult Group has been developing products that benefit health and contributes to the creation of a sustainable society under the slogan "in order for people to be healthy, everything around them must also be healthy." Currently, the Yakult Group is deeply involved in eight SDGs. We will continue contributing to the achievement of the SDGs going forward.

For more information:



## Yakult Group Global Vision 2030

In June 2021, Yakult Group Global Vision 2030 was announced as a guide towards sustainable growth and adapting to change.

We aspire to:

*Evolve into a healthcare company that continues contributing to people's health around the world.*



## Environmental Vision 2050

**Globally the Yakult Group aims to realise a society where people and the planet co-exist as one through a value chain that has zero environmental impact.**

Our goal is to achieve Net Zero Carbon by 2050 (in scopes 1, 2 and 3).

For more information on Yakult Group Environmental Vision 2050:



### 2019

Yakut Man was introduced as Yakult's mascot.



### 2020

Straws were removed from Yakult Original 10-packs in January. Easy peel foil caps were introduced.

Complete refurbishment of our factory tour public viewing space in January.

Yakult Australia Virtual Reality Online Factory Tour program launched in April.

### 2021

Yakult's LcS strain health claim statement has been registered under Food Standard Australia and New Zealand (FSANZ).



## Yakult Australia's Health Claim

The LcS strain survives through the gastrointestinal tract, positively alter the gut microbiota, and has favourable effects on stool consistency in healthy adults.

## About us

Yakult is produced, bottled, and packaged in Dandenong, Victoria from the finest ingredients.

Yakult Australia Pty Ltd commenced production in 1994. Australia was the first English-speaking country to launch Yakult. It was imperative to educate and convince consumers about beneficial bacteria and their role in digestive health. An extensive sampling program and a comprehensive advertising campaign were used to inform consumers and retailers.

In 2004, Yakult was introduced in New Zealand. Since then, Yakult has enjoyed phenomenal market penetration and success in Australia and New Zealand as one of the top 10 dairy case items in supermarkets.

Yakult Australia currently employs around 120 people throughout Australia and New Zealand to carry out all areas of business.

The production facility in Dandenong can now manufacture 400,000 bottles daily. Supplying Yakult Original and Yakult LIGHT to Australia and New Zealand.



Yakult's global corporate philosophy is:

*We contribute to the health and happiness of people around the world through pursuit of excellence in life science in general and our research and experience in microorganisms in particular.*



## Awards and Certifications

### Awards



2020-2021 'Brand of the Year' award in the Dairy Product – Probiotic category

### Certifications



#### ISO 9001:2015

This standard is used by organisations to demonstrate their ability to consistently provide products and services that meet customer and regulatory requirements and to demonstrate continuous improvement.



#### CODEX HACCP 2020

Hazard Analysis and Critical Control Point (HACCP) system is an international specification based on the preventive management of food safety issues.

# Yakult

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