

Session I Pitch 2

International Development of Healthy Habits with Lactic Acid Bacteria Drinks

- Health and Happiness for People around the World -

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The lactic acid bacteria drink *Yakult* is now enjoyed every day by more than 40 million people in 40 countries and regions worldwide. Our products are the result of life science-based proprietary probiotics research and are manufactured with the highest safety and quality standards.

Yakult was born out of the passion of founder Minoru Shirota, M.D., Ph.D. As part of his research, he discovered that lactic acid bacteria suppress harmful bacteria in the intestines. In 1930, he succeeded in strengthening and culturing a strain of lactic acid bacteria that could reach the intestines alive and produce beneficial effects. This strain is now known as *Lactobacillus casei* (classified as *Lacticaseibacillus paracasei* since 2020) strain Shirota. With the goal of providing this lactic acid bacteria to as many people as possible, Shirota and his colleagues developed an affordable and delicious fermented milk drink *Yakult* in 1935.

Shirota advocated three key ideas. The first is the importance of preventive medicine, which emphasizes preventing illness, rather than treating illness once it develops. The second is the idea that a healthy intestinal tract leads to a long life. The third is providing products at a price anyone can afford. These ideas represent what we call “Shirota-ism”, and form the basis for all of our business activities.