



October 14, 2025

Morinaga Milk to begin sales in overseas markets of “Happiness Lactobacillus®,” which has been carefully selected from among the thousands of strains of probiotics/postbiotics owned by the Company, under the product name “LAC-Living+,” from December 2025

Postbiotics that have been certified both halal and kosher

In December 2025, Morinaga Milk Industry Co., Ltd. (“the Company”) will begin selling its “Happiness Lactobacillus®” functional ingredient (*Lactobacillus helveticus* MCC1848, sterilized) in overseas markets via B-to-B channels and under the “LAC-Living+” product name (pronounced “LAC living plus”).

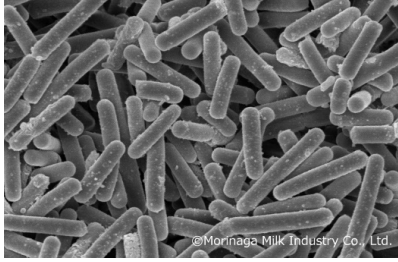
As part of the Morinaga Milk Group 10-Year Vision, the Company has set targets of achieving a Global Business sales ratio of at least 15% for the fiscal year ending March 31, 2029, in order to become a global company that exerts a unique presence worldwide. In the Medium-term Business Plan that began in April 2025, the Company also designated probiotics/postbiotics in Japan and overseas as a growth area, and is aiming to double its sales by the fiscal year ending March 31, 2029, through the concentrated commitment of management resources. Probiotics/postbiotics-related markets overseas continue to grow against the background of a rise in health awareness, and the Company too is seeing steady growth in the volume of its probiotics/postbiotics sales, mainly for use in such applications as supplements and formula milk.

There has been dramatic progress in research related to intestinal bacteria over the past few years. Intestinal bacteria are expected to be used in a variety of foods all over the world. Happiness Lactobacillus® (LAC-Living+) is a revolutionary postbiotic ingredient that makes your everyday feel light and free, and which has been carefully selected from among the thousands of strains of probiotics/postbiotics owned by the Company. Our goal with this postbiotic is “Upliving”. This means supporting a way of living in which both the mind and body feel light, elevated and effortless.

Because the Happiness Lactobacillus® (LAC-Living+) itself has almost no taste, it is unlikely to affect the taste of the product with which it is blended, and because it is heat-sterilized it can be blended with foods that undergo heating processes. Another noteworthy feature is the product’s ease of use, which makes it easy to handle even in manufacturing sites where handling living microorganisms is difficult. This product has been sold in Japan via B-to-B channels since May 2020, over which time it has been adopted for a variety of foods, including confectionery and beverages.

For sales outside Japan, the Company has applied for or registered the LAC-Living+ trademark over a wide range of areas and categories, while the use of a common product name and logo* by all customers helps to increase brand value and enhance competitiveness both domestically and overseas.

*Certain conditions for use must be met.



Micrograph of Happiness Lactobacillus® (LAC-Living+)



Global logo for display on products containing Happiness Lactobacillus® (LAC-Living+): English and Japanese versions

Happiness Lactobacillus® (LAC-Living+) is manufactured at the Fukui Plant of Morinaga-Hokuriku Milk Industry Co., Ltd. and certified as both halal and kosher, which means that it is a postbiotics that can be sold in a variety of countries and regions in ways that respect the customs and beliefs of people around the world.

Leveraging the unique development and technological capabilities for probiotics/postbiotics that we have nurtured over the years, we will strengthen our business in overseas markets where growth can be expected going forward, with the aim of contributing to the health and nutrition of people worldwide.

<Reference information>

1. March 20 has been established as “Happy Activities Day” at Morinaga Milk! —Certified by the Japan Anniversary Association—

The Company established March 20 as “Happy Activities Day” for the widespread promotion in society of activities that create happiness, and smiling faces, for ourselves and others. March 20 has been designated as International Day of Happiness by the United Nations, and we established this as an anniversary due to the deep connection to “happy activities” and the name of Happiness Lactobacillus.

2. LAC-Shield® sterilized postbiotics from Morinaga Milk

This is a lactic acid bacteria strain that was carefully selected from among the several thousand strains owned by Morinaga Milk under the slogan of “supporting health.” Because it is unlikely to affect the original flavor of the food product, it makes lactic acid bacteria strain easy to use while keeping the taste unchanged. Thus far it has been adopted for use by over 550 companies in a total of more than 1,000 product types. The use of a common product name and logo by all customers has helped to grow sales volumes both in Japan and overseas.



Global logo for display on products containing LAC-Shield®

Contact Information

Kajikawa, Corporate Communication Department
Ozaki, Marketing Group, Functional Food Ingredients Department
Morinaga Milk Industry Co., Ltd.
Email: pr@morinagamilk.co.jp

Disclaimer: This English translation is provided for the benefit of readers. In the case that discrepancies exist between the original Japanese version and the English translation, precedence goes to the original Japanese version.