

OUTCOME

The Kirin Group gives values back to the society it serves

The Kirin Group leverages its outcomes in order to create economic and social value, mainly in the four priority issues: “a responsible alcohol producer,” “health and well-being,” “community engagement,” and “the environment.” Here are some examples.

Health and Well-Being

Raise the number of healthy people, lower the number of sick people, and contribute to the people who are involved in healthcare



PICK UP

Accelerating the Spread of Immune Care Awareness and Action Building a Foundation of Health for People

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Increase options for those who want to avoid an excessive sugar intake through distribution of Kirin Fire One-Day Sugar-Free Latte.



Provide solutions based on perspective of cancer patients through joint efforts of Kyowa Kirin Co., Ltd., and FANCL Corporation in skin appearance care.



Improve working environment of drivers by saving time during long distance transportation and for waiting and loading.

The Environment

Enrich a sustainable Earth for future generations through positive impact



PICK UP

Our Grape Production Leads to Nature Positive

P55



Accelerate efforts to reduce greenhouse gas emissions in the Kirin Group by using transition-linked loans for financing.



Shift to renewable energy for all electricity that will be used in all of Kirin Brewery's factories and sales bases.



Developed two new technologies related to chemical recycling to realize a society that recycles plastic.

Community Engagement

Create positive forces for people's well-being and society by developing communities



PICK UP

Contribute to Cultivating New Human Connections with a Diverse Range of Beers

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Launched a beverage that uses Kumamoto-made strawberries through the KIRIN Gogo-no-Kocha HAPPINESS Project. Will donate part of the sales in order to revitalize the local communities.



Started the production of Gotenba Malt Whiskey, which is made of 100% barley from Gotenba, Shizuoka, to revitalize the local community.



Hold the Kirin Family Challenge Cup with the purpose of strengthening bonds between family members and friends while playing soccer.

A Responsible Alcohol Producer

Make steady progress toward eradicating the harmful use of alcohol in all countries of operation (Zero Harmful Drinking)



PICK UP

Providing New Options for Non-alcoholic Beverages and Promoting Responsible Drinking

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Provide Kirin GREENS FREE to expand the markets for non-alcoholic beverages and beverages that taste like beer to eradicate drunk driving.



Hold seminars on responsible drinking habits at universities with the aim of improving awareness.



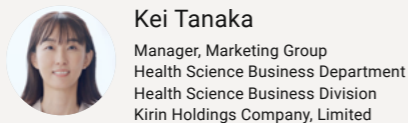
Launched Mercian x FANCL Calorie Limit Non-alcohol Umeshu Taste, expanding the options for non-alcoholic beverages.

We will share the details of some outcomes (value given back to society) on the following pages.

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Example Health and Well-Being

Accelerating the Spread of Immune Care Awareness and Action Building a Foundation of Health for People



Kei Tanaka
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Health needs are growing more and more due to the COVID-19 pandemic. In a survey conducted by Kirin Holdings in 2023, the number of people answering "I want to become healthy from the inside" and "I want to protect my health" had grown compared to before the pandemic. Additionally, the increase in social security payments resulting from the aging population has created financial concerns and extending the healthy life expectancy could be labelled an urgent issue for the government.

Considering these circumstances, we believe that maintaining immunity as a daily, healthy habit will build the foundation of human's innate health. In May 2023, we launched the Genki na Meneki (immune care) Project, a public-private partnership project that shares the importance of immune care throughout Japan, so that children and adults can live healthy lives. We are currently receiving support from 26 corporations, 1 association, and 4 local governments and are working together with Chico-chan from NHK's "Chico-chan ni shikarareru!" (Chico will scold you!) to spread awareness. As an initiative with local governments, we held an examination event using simple immunity test kits in Odawara City and Minamiashigara City in Kanagawa Prefecture. Additionally, we have continually held classes on immunity for elementary school students nationwide since 2022. So far, we have taught the classes to more than 20,000 people and are working to improve awareness of households, including guardians.

Furthermore, as part of our global development, we launched *Kirin iMuse*, a *Lactococcus lactis* strain plasma (LC-Plasma)-infused beverage, in Vietnam. Due to Vietnam being a society with high health risks, the interest and concern of guardians in the development and growth of children is high and the number of people performing daily immune care is growing.

The awareness of the word "immune care" has risen to more than 75% here in Japan, an all-time high (results in 2023),*1 and its permeation continues to be steady. The

immune care market is expanding, and the sales of the LC-Plasma series in 2023 grew approximately 40% year on year, achieving our goal of 20 billion yen in sales. Additionally, through collaborations with partner corporations, the number of LC-Plasma-infused foods with functional claims grew to 59 products*2 from 16 companies. The renewed method of advertising for LC-Plasma was also successful, and the sales of *Kirin Oishii Immune Care* grew significantly throughout the year after being launched in March 2023.

A strength of the Kirin Group is our capabilities in fermentation and biotechnology research and development. Our unique LC-Plasma was born from more the 35 years of research on immunity, and it was the first to be registered in Japan as a food with immunity function claims. The effects of LC-Plasma have been proven through the results of lots of research, generating trust that contributes to business expansion. Additionally, the ability to immediately permeate the market through familiar beverages, yogurt, and supplements by leveraging our safe, secure, and high-quality brand image and our wide range of customer contacts and sales channels is a strength. As LC-Plasma can be provided in a multitude of forms, we are able to provide it outside of the Group to effectively and quickly expand its value.

Kirin Group's Health Science business is still in its growth period, but we will realize a future in which the new healthy habit of immune care becomes commonplace. Moreover, beginning with LC-Plasma, we will provide products backed by solid evidence, resolve health issues through public-private cooperation, and contribute to helping people feel the joy of living to be 100 years old and to the realization of fulfilled lives.

*1 According to Kirin Holdings Company, Limited (December 2023)

*2 Numbers include Kirin Group products and are as of the end of December 2023



Genki na Meneki (immune care) Project: a co-project with Chico-chan

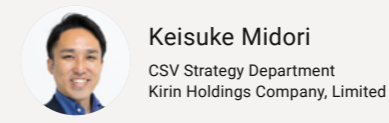


A scene from a class on immunity for elementary school students

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Example The Environment

Our Grape Production Leads to Nature Positive



Keisuke Midori
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It is estimated that more than half of the world's GDP (gross domestic product) relies on natural capital. The Kirin Group is utilizing natural capital in various ways, such as using water and crops as raw materials, borrowing the power of yeast in our business, and leveraging functions of microorganisms to make products in our biopharmaceuticals business. We must make it possible to sustainably utilize the natural capital in order to grow our business, setting CSV as the center of Kirin's management philosophy.

Influenced by the 10th Conference of the Parties (COP 10) to the Convention on Biological Diversity in 2010, we redefined natural capital as our materiality and have solved issues. In recent years, we have turned our attention to further contributing to being Nature Positive, or to halting the loss of natural ecosystems and to recovering the system.

Japan's Ministry of the Environment recognizes private lands that have natural environments with rich ecosystems as Nationally Certified Sustainably Managed Natural Sites in aim of becoming Nature Positive. In 2023, Chateau Mercian Mariko Vineyard, a Kirin Group winery that has been used to grow grapes for Japanese wines since 2003, was officially certified as one of these private lands. Of the 122 places certified in 2023, Mariko Vineyard is the only agricultural business operation site.

In Mariko Vineyard, through the grass cultivation*1 that is being conducted, Secondary Nature, in which the ecosystem is enriched, is being nurtured through the continuous involvement of farmers. Most of the nature in Japan and other Asian countries has Secondary Nature, and this vineyard is a prime example of both in Japan and overseas.

We are actively working to convey the importance of Secondary Nature. Global rules for natural capital are about to be set. Secondary Nature is maintained and formed by people managing it through agriculture and forestry, rather

than destroying it. It is important that Secondary Nature is also recognized globally as a contributor to the richness of nature and nature positivity.

By being certified as a Nationally Certified Sustainably Managed Natural Site, Mariko Vineyard was also registered in the international database as an OECMs,*2 and we were able to communicate to the world that Mariko Vineyard contributes to the enrichment of biodiversity. In September 2023, we started the Chateau Mercian Mariko Winery SDGs Tour to introduce these activities. The participation fee is 10 thousand yen, and it is a popular event that fills up every time. We plan to offer more external communication activities like this in the future and expect them to improve the awareness and value of the Chateau Mercian brand. Additionally, we believe that if similar initiatives are accelerated at other vineyards, it will contribute to increasing the awareness of Japanese wines.

We are aiming to also have Mercian's other vineyards certified as OECMs sites in the future. Furthermore, we will perform investigations to accurately measure the amount of GHG (greenhouse gas) emissions of the vineyards to scientifically verify what kind of impact the vineyards are having on not only ecosystems but also climate change. In addition, we plan to resolve environmental issues through turning pruned grape vines into biochar to immobilize GHG in soil and other methods of regenerative agriculture.

*1 A method of cultivating without weeding orchard undergrowth. Undergrowth prevents soil erosion and supplements organic matter in the orchard.

*2 Other effective area-based conservation measures



Mariko Vineyard



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Example Community Engagement

Contribute to Cultivating New Human Connections with a Diverse Range of Beers



Ikuko Kubo
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Beer, which provides a little happiness every day and can enrich people's lives, has been popular in Japan for a long time and has brought joy to consumers. However, there is now really only one kind of beer that people are drinking on the Japanese beer market. Meanwhile, there are over 150 different styles of beer around the world. Kirin Brewery feels responsible for not being able to provide consumers with the inherent richness of beer and has committed to entering the craft beer business with the hope of spreading the diversity and fun of these different beer styles.

Furthermore, in recent years, human connections are fading due to remote work and the digitalization of communication. We believe that selecting your favorite beers from a diverse range of craft beers and talking with friends and family about their differences will create a good opportunity for communication.

The major challenge of making craft beer a staple for Japanese consumers is something that we at Kirin Brewery cannot achieve alone. Therefore, we will take on this challenge together with breweries in Japan and around the world that share our ambition.

First, we are striving to spread the awareness of craft beer with *SPRING VALLEY*, a core brand, at the center of our activities. We entered the craft beer business in 2015 and opened *SPRING VALLEY BREWERY*, a combined brewery and restaurant, in Daikanyama, Tokyo. Following that, we launched a small beer server for restaurants, *Tap Marché*, and a draft beer subscription service, *Home Tap*, that is a direct channel for consumers, and a mail-order website, *DRINX*. On top of that, we drastically increased the opportunities to enjoy beer at home and the awareness of craft beer by selling canned products at mass retailers.

Second, because creating opportunities to experience the deliciousness and fun of craft beer is important in building a market, we are using *Tap Marché* to expand the number of domestic restaurants throughout Japan at which people can enjoy craft beer. *Tap Marché* is compatible with products of

not only our company and partner breweries, but also those of breweries to which we are not connected for a total of more than 20 craft beers. Each restaurant can select the beers they want to serve, providing ways to enjoy craft beer, such as experiencing a wide range of flavors and pairing them with foods. The service has been well received. Additionally, we are also expanding the number of opportunities to enjoy craft beer outside of restaurants, such as by hosting Japan's first-ever craft beer event, *HELLO CRAFT BEER WORLD*, together with 13 Japanese breweries in 2023.

Our third initiative is the launch of *SPRING VALLEY Hojun 496*, *SPRING VALLEY Silk Ale [White]*, and *SPRING VALLEY JAPAN Summer Craft Ale [Kaoru]* canned goods at mass retailers so that craft beer can be enjoyed in people's daily lives. We are also increasing the number of opportunities for consumers to get their hands on beer, including creating special corners in craft beer sections together with retailers and distributors, in order to create more connections with them.

The fourth is quality support for craft breweries. While consumers' interest in craft beer is growing, there are many who feel craft beer is peculiar and that there are hits and misses, similar to the past image of local beers. In order to dispel this image, we need to improve the quality of all craft beers. Thus, we are leveraging the scientific knowledge and technology that we have cultivated over our long history in the beer brewing business to provide sensory evaluation analyses and quality, sanitation management, and other technologies to craft breweries nationwide. We currently support approximately 30 breweries, but we plan to increase that number to 40 or 50 by the end of the year.

Going forward, we will continue to provide the value of diverse human connections that beer has delivered throughout its history to consumers, breweries, raw material producers, and others. We will also contribute to the growth of the whole craft beer category while also revitalizing regional food cultures and industries related to craft beer.



HELLO CRAFT BEER WORLD held in June 2023

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Example A Responsible Alcohol Producer

Providing New Options for Non-alcoholic Beverages and Promoting Responsible Drinking



Hiroki Umezawa
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The Kirin Group is aiming to create value in the three domains of Food & Beverages, Pharmaceuticals, and Health Science, and we have grown from a brewing business. Since CSV is the core of the Group's management, we position "A Responsible Alcohol Producer" as a basis of CSV purpose.

We are aware of the negative impact of harmful alcohol consumption on society, and we have a social responsibility to take action to prevent the various problems of the harmful use of alcohol. At the same time, a drinking culture has grown together with food culture specific to each region around the world. We believe that we have a role to take this drinking culture on to the next generation. Thus, we are committed to eradicating the harmful use of alcohol and to contributing to the fostering of a good drinking culture.

An example of these efforts is the initiative of Kirin Brewery Company, Limited, to eliminate drunk driving through *Kirin GREENS FREE*, a non-alcoholic beverage that tastes like beer. With *Kirin GREENS FREE*, we are offering a new, fun way to enjoy non-alcoholic beverages: "A choice beverage for a relaxing time." By offering value in the form of active drinking in addition to a conventional substitute for alcoholic beverages, we expand consumers' choice by aiming to eliminate drunk driving and the harmful use of alcohol. We create videos using our non-alcoholic brand and upload them to social media broadly, hoping that consumers will recognize these social issues as being close to home.

In addition, Kirin Beverage Company, Limited, is developing *KIRIN naturals*, a health-management support service for corporations. As a part of this service, they are offering a program unique to Kirin, the Responsible

Drinking Program. The program aims to reduce the risk of non-communicable diseases and improve productivity by encouraging responsible drinking for employees by letting them record the amount of alcohol they consume via LINE. This program provides them with continuous support in the form of advice from registered dietitians and promotes responsible drinking when they choose to drink.

The Kirin Group is committed to raising awareness of responsible drinking in aim of eradicating the harmful use of alcohol, while fulfilling our social responsibility to maintain an Alcoholic Beverages business. Additionally, we will drive our Non-alcoholic and Low-alcohol Beverages businesses and expand our beverage selection to meet consumers' needs and support the control of alcohol consumption.



From the Kirin GREENS FREE designated driver appeal edition video

A Kirin Group Program for Reforming Drinking Habits

Record and view drinking volume via LINE



Habit of substituting alcoholic beverages with non-alcoholic ones

