

Notice Regarding Price Revision For Kirin Beverage Products

TOKYO, Friday December 13, 2024 - Kirin Beverage Company, Limited (Kirin Beverage) will revise the prices for certain products delivered from April 1, 2025.

In order to deliver safe and high quality products at reasonable prices, Kirin Beverage has been working hard to improve productivity and reduce costs in all aspects of its business, and have been making efforts to improve our corporate management and rationalize our operations. However, Kirin Beverage expects that the uncertain and difficult business environment will continue in the future, as prices of raw materials, containers and packaging materials, and related costs such as energy and logistics continue to soar. Under these circumstances, the company has once again decided, out of necessity, to implement price revisions for some of its products.

Kirin Beverage will continue its efforts to improve management efficiency through continuous corporate efforts to deliver safe, high-quality products that will delight consumers.

● Summary of Price Revision

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|------------------------|---|
| 1. Effective Date | Products delivered from April 1, 2025 |
| 2. Main products | Paper container products including Tropicana brand *Excluding some products |
| 3. Price revision rate | +7% to +29% from recommended retail price excluding consumption tax |

About Kirin Holdings

Kirin Holdings Company, Limited is an international company that operates in the Food & Beverages domain (Food & Beverages businesses), Pharmaceuticals domain (Pharmaceuticals businesses), and Health Science domain (Health Science business), both in Japan and across the globe.

Kirin Holdings can trace its roots to **Japan Brewery** which was established in 1885. Japan Brewery became **Kirin Brewery** in 1907. Since then, the company expanded its business with fermentation and biotechnology as its core technologies, and entered the pharmaceutical business in the 1980s, all of which continue to be global growth centers. In 2007, Kirin Holdings was established as a pure holding company and is currently focusing on boosting its Health Science domain.

Under the [Kirin Group Vision 2027](#) (KV 2027), a long-term management plan launched in 2019, the Kirin Group aims to become “A global leader in CSV* creating value across our world of Food & Beverages to Pharmaceuticals.” Going forward, the Kirin Group will continue to leverage its strengths to create both social and economic value through its businesses, with the aim of achieving sustainable growth in corporate value.

*: Creating Shared Value. Combined added value for consumers as well as for society at large.

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