

Kirin's Approach to CSV

Shared Value Leadership Summit

May 14, 2014

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機密性区分 一般(D)	開示範囲 ご出席者限り
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Table of Contents

■ Introduction

■ Overview of Kirin Group

■ Kirin's Approach to CSV

【Path toward CSV】

【Driving Force for Creating Shared Value】

- “The Great East Japan Earthquake”
- Recovering Kirin Brewery Sendai Plant
- Project to recover devastated communities

【Initiatives】

Key Issues

- ① Local Community Activation through Business
- ② Health Promotion utilizing Unique Technology
- ③ Environment Protection

■ Summary

Introduction

DATE OF BIRTH

August 9, 1953

EDUCATIONAL BACKGROUND

BA of Economics, Keio Univ. (1977)

**Master of Professional Studies, Hotel Administration,
Cornell Univ. (1990)**

BUSINESS CAREER

**2013 President & CEO, Kirin Co., Ltd. and
President & CEO, Kirin Brewery Co., Ltd.**

2012 President & CEO, Kirin Brewery Co., Ltd.

**~ Engaged in Sales, Marketing, New Business Development,
Corporate Communications and Corporate Planning ~**

**1988 Cornell University, School of Hotel Administration (MPS)
(Major: Service Marketing, International Management)**

1977 Joined Kirin Brewery Co., Ltd.

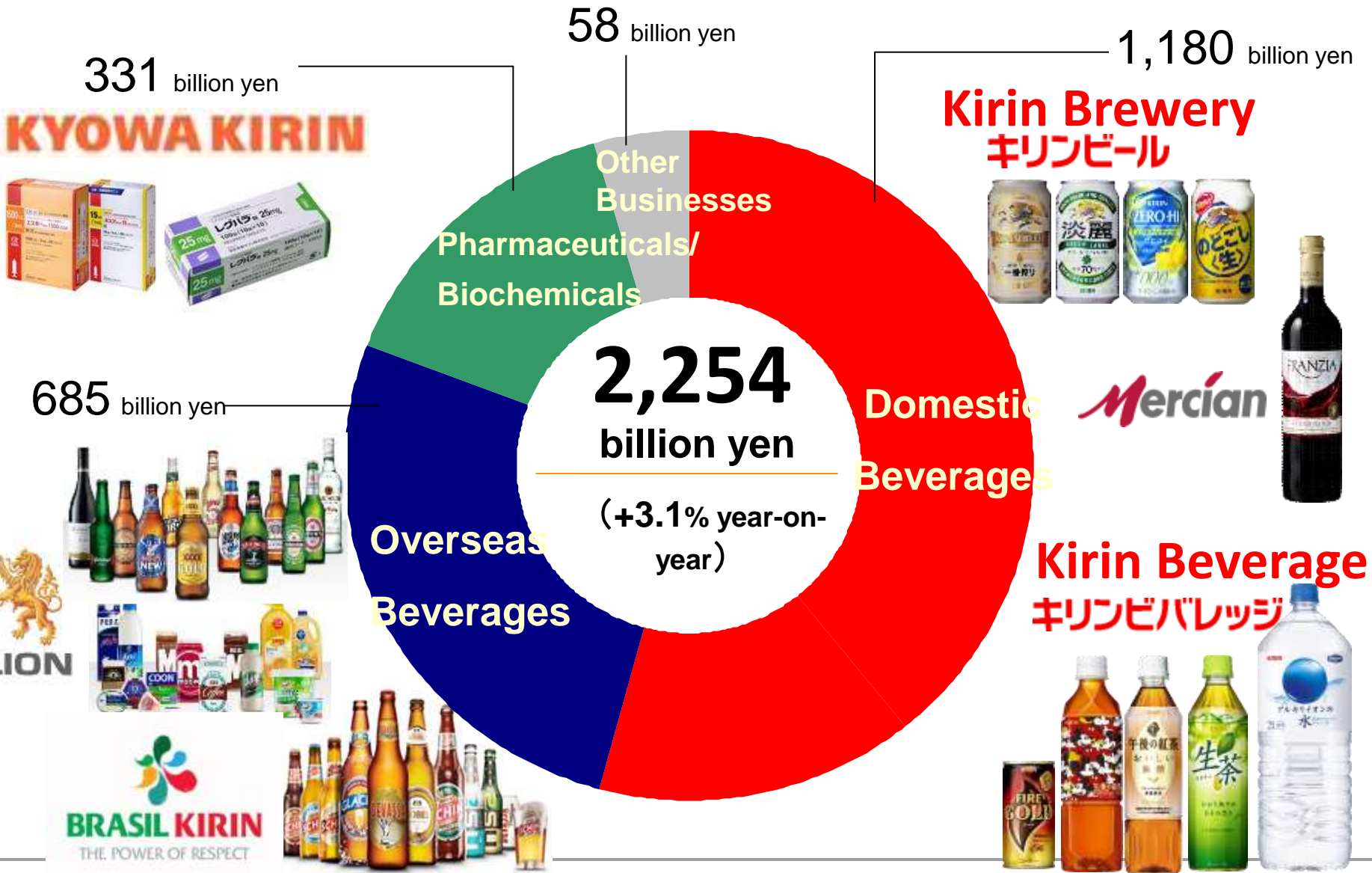


Yoshinori Isozaki



Overview of Kirin Group

Kirin Group 2013 Sales by Segment



【機密性区分: 一般(D)】(開示範囲: 出席者限り・複製不可)

Creating Value throughout the Global Markets

Kirin(China)Investment



Kirin Europe



Four Roses Distillery



Taiwan Kirin



San Miguel Brewery



Brazil Kirin



Lion



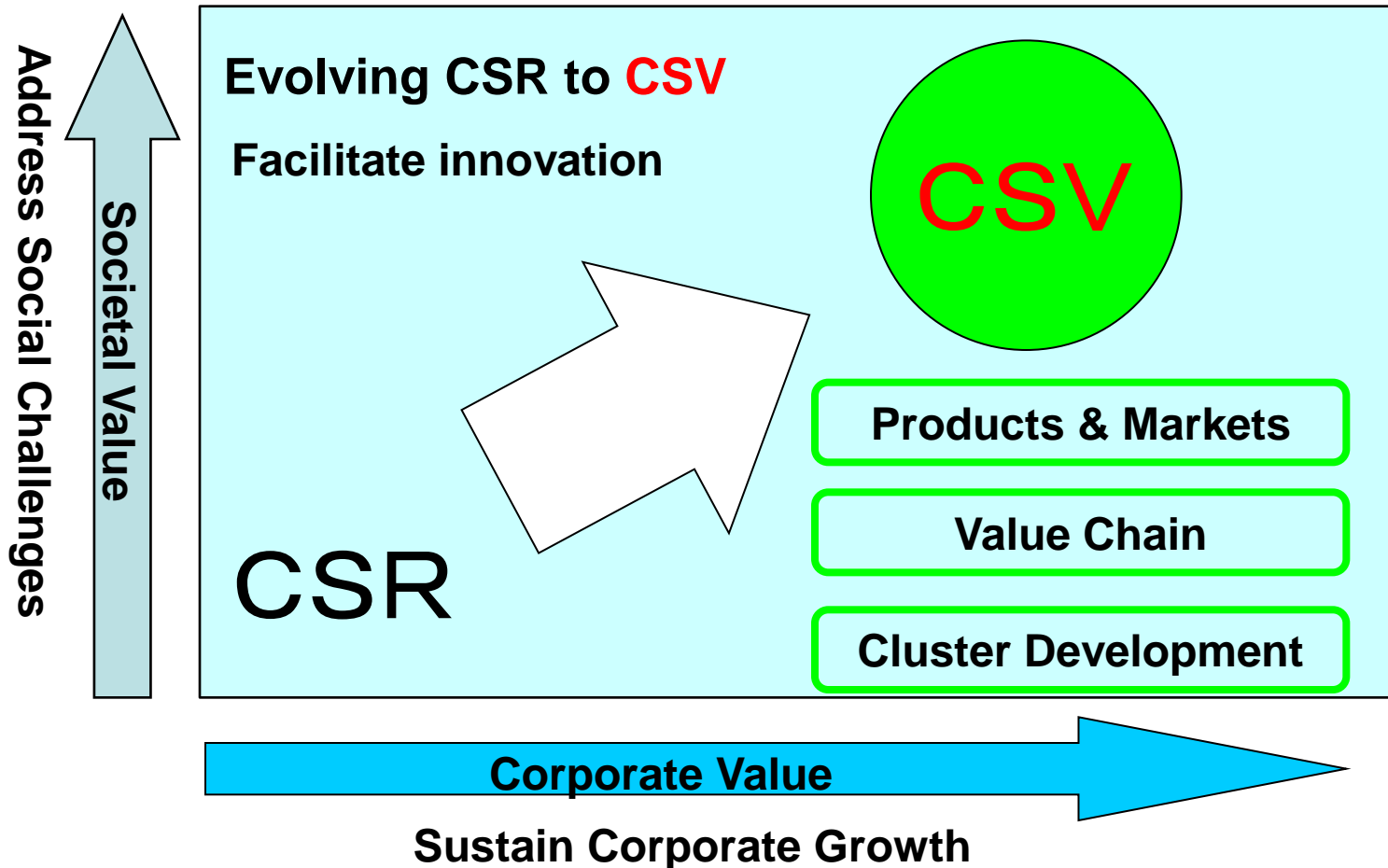


Kirin's Approach to CSV

【Path toward CSV】

Adopting the Concept of CSV

Strengthen corporate competitiveness while simultaneously creating value for society by addressing social issues.





Kirin's Approach to CSV

【Driving Force for Creating Shared Value】

Driving Force for CSV

Aftermath of The Great East Japan Earthquake

A massive earthquake, the Great East Japan Earthquake, and tsunami on March 11, 2011 brought unbelievable damage, a complete devastation where everything was reduced to rubble.



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Huge Tsunami wave breached a seawall and obliterated everything, leaving a bus on top the building.

Recovering Devastated Kirin Brewery Sendai Plant

Kirin Brewery Sendai Plant, along with other industries, suffered from heavy damage by the earthquake.



Recovering Devastated Kirin Brewery Sendai Plant

Immediate action was taken to recover brewing facilities and we resumed brewing 200 days after the earthquake.

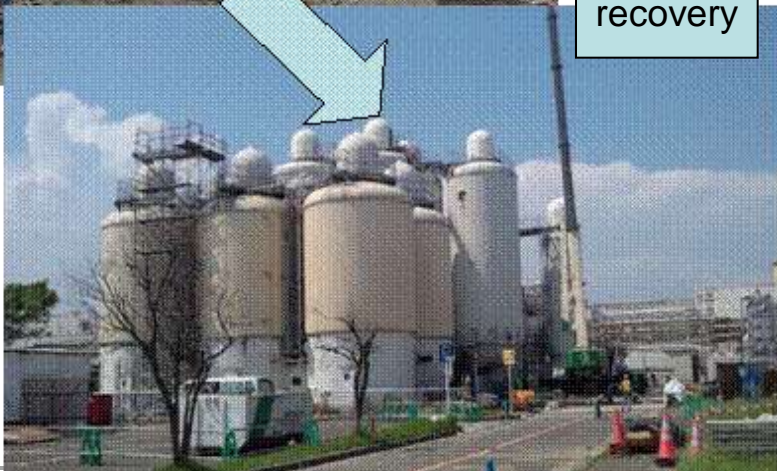
The first historic shipment was of beer using hops grown in the local region.

We will continue to support the devastated community for further recovery.

Just after the earthquake



After recovery



First Shipping after the earthquake
(Nov. 2011)

Recovering Devastated Communities - Kirin KIZUNA Project -

Co-create value for both Kirin and local communities of the earthquake devastated area by supporting its recovery.

★ A 3-year, 6 billion yen project with 3 pillars of activities

1. Restoring the Local Food Culture and Food Industries

(Agriculture & Fisheries)

2. Bringing Smiles to the faces of Children

3. Enhancing Mental and Physical Wellness of the Local People

ex. ■ Scholarships for Agricultural High School Students

■ Music Enjoyment Activities

■ Soccer & Table Tennis Schools for Kids

1 yen for each eligible product purchased was put towards the support project.



Example of “Restoring the Local Food Culture and Food Industry”

復興応援 キリン絆プロジェクト

気仙沼茶豆

農地の復興に取り組んで2年目
見事に収穫!

「昨年震災で大きな被害を受け、復活できるかどうか心配な部分もありましたが、今年、見事に収穫することが出来ました！コクと旨味がギュッとつまった気仙沼茶豆を、ぜひ味わってください。」と語ってくれた生産者の佐藤英夫さん（左）「佐藤さんはじめ、生産者の方々が大事に育てた茶豆を、大事に提供させて頂きます。」と、気仙沼茶豆のバトンを受け取る株式会社・佐藤成彦。

長崎中野の茶豆畑。海風に茶豆の香りがふわりと漂ってきます。

太陽の光をたっぷりと浴びて、手触りにかけた茶豆が美味しく爽やかです！

テープカットで祝し、キリンシティに向けていよいよ出荷！

復興応援 キリン絆プロジェクト
支店：長崎、大分、熊本、鹿児島

キリングループは、東日本大震災の復興支援活動として、2011年に「復興応援 キリン絆プロジェクト」を立ち上げました。「絆を育む」をテーマに、グループ各社が一体となって展開しています。

取組みの一つである「地域食文化・食産業の復興支援」では、会に携わる企業として復興に貢献したいという思いから、被災地の復興再開に向け、南三陸農業協同組合に対し、農業機械7台の寄附を行いました。

このたび、南三陸農業協同組合と連携し、復活した気仙沼茶豆を地域ブランドにするため、気仙沼茶豆を全国に出回る活動を支援していきます。

ご賞味ください！ 気仙沼茶豆
旬の枝豆を茹で上げて

気仙沼茶豆 ¥530

【Revival of the branded local crops (Kesennuma Chamame Beans) and reactivation of the community】

The first revived agricultural product from the devastated area funded by the Kirin KIZUNA Project, achieving a full cycle from production to sales of the beans.





Kirin's Approach to CSV

【Initiatives】

Key Shared Value Issues

■ Prioritize Initiatives Unique to Kirin

【Local Community Activation through business】



Mariko Vineyard



RTD "Hyoketsu Wanashi"

【Health Promotion utilizing Unique Technology】



120w

Ex. Plasma Lactic Acid Bacteria Beverage

【Environmental Protection】



CSV Initiatives

■Product sales to support recovery of the earthquake devastated area



【Adopting agricultural ingredients from nuclear accident affected area】

Launched new Ready To Drink product “Hyoketsu Wanashi” (Japanese pear flavor) made from pears grown in Fukushima, close to where the nuclear accident occurred but within radiation safety guidelines.

Our wish is to educate all consumers in Japan about the delicious flavor and safety of Fukushima’s agricultural products.



CSV Initiatives

■Health Promotion Utilizing Kirin's Unique Technology

KIRIN

Plus-i



【Promoting Products with Additional Health Benefits】

Kirin Group has provided products under the “Kirin Plus-i” brand to create value by offering not only great taste and joy but also health-related benefits.

Our research, for example, discovered the effectiveness of Plasma Lactic acid bacteria to prevent influenza infection, and have applied the findings to our drinks.

CSV Initiatives

■ Environmental Protection through Packaging Technology

【Lighter Packaging Materials to Reduce CO2 Emissions】

- Original containers and packages that are light and easy to use for customers as well as reducing environmental load.
- Lightest large size beer bottle in Japan.
- First in the industry to adopt cans with smaller diameter can lids and thinner lining.
- PET bottle lighter, thinner and easier to squash for recycling.
- Unique corner-cut cartons for less use of paper resource and easiness to handle.



Smaller Can Lids

Light Bottle



Corner-Cut Carton





Summary



「飲みもの」を進化させることで、
「みんなの日常」をあたらしくしていく。

KIRIN