

The Future We Envision

—A Letter of Appreciation from the Prosperous Society of 2035—

The letters of gratitude we receive from our customers every day increase our employee engagement. They are a force driving us toward our Vision 2035.

Inspired by these letters, this project envisions the letters we hope to receive in the future world of 2035.

It shows a world in which Kirin's initiatives are seamlessly woven into everyday life, enabling everyone to naturally be healthy and happy.

Dear Everyone at Kirin,

The other day, I received a letter from a friend living in the United States. He had struggled for many years with a serious illness, but he wrote to tell me that he had recovered thanks to a medicine from Kirin and that he hoped to visit Australia this summer. In every line of his letter, I could sense his joy at finally regaining his everyday life.

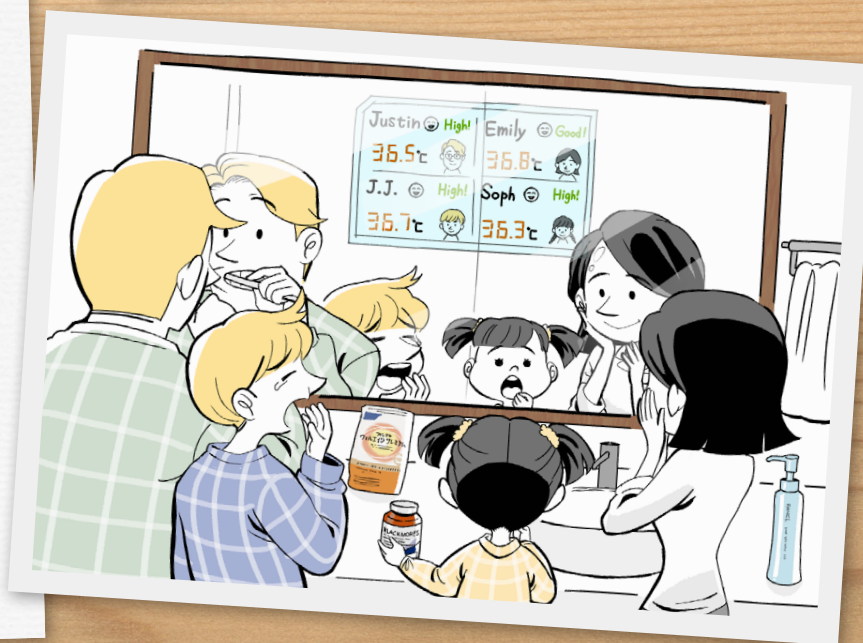
Moved by his story, I looked more closely and realized that not only the medicines, but also the beverages, supplements, cosmetics, and services we rely on in our daily lives have gradually evolved in ways that make it easier for us to choose things that support both our mental and physical well-being. When I learned that your efforts were behind these changes, I felt compelled to write and share my experience.

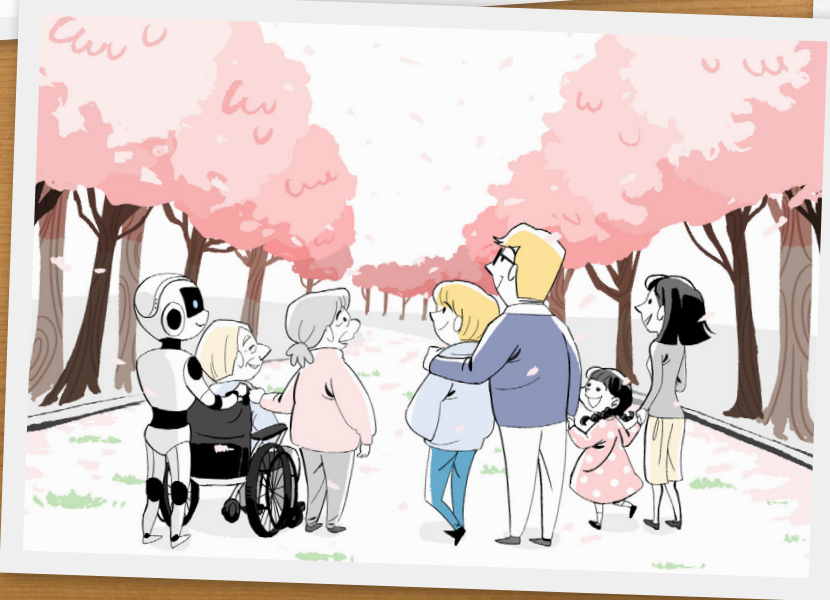
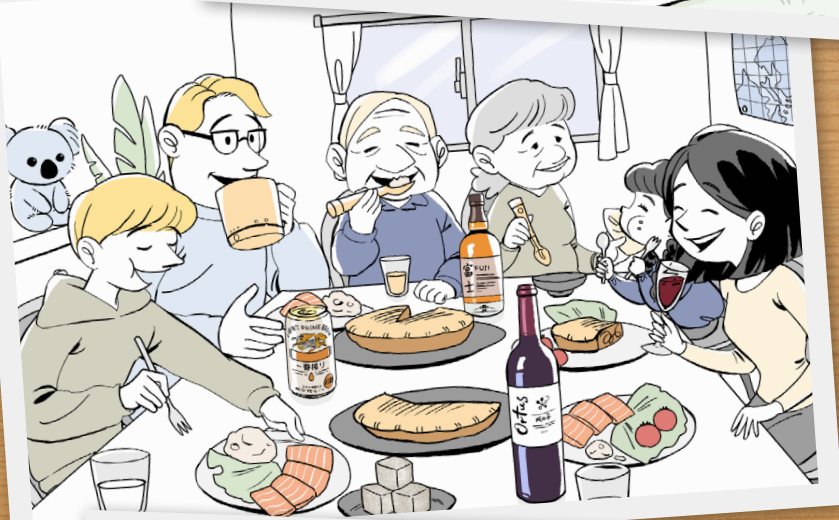
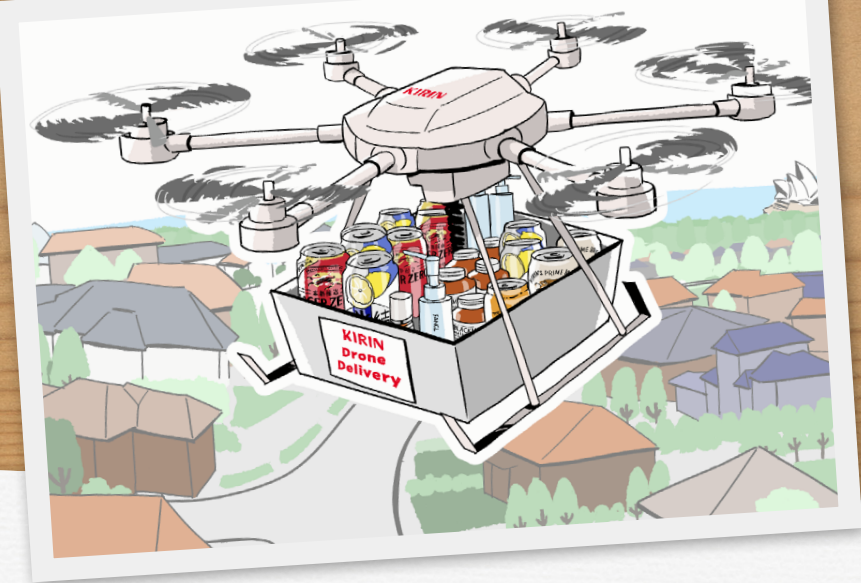
Our mornings begin at the sink, where the mirror displays each family member's health condition that day. After a breakfast full of fresh vegetables grown on fertile land nearby, we take the supplements that have been recommended to us. When needed, medication support services connected to healthcare providers deliver the medicines and supplements that we require. Managing our family's health has become as natural as brushing our teeth.

Watching my children head off to school, I remember when they were little and I used to work in constant fear of receiving an unexpected call from school. Now, rather than responding only after someone becomes unwell, strengthening our immunity and focusing on prevention so that we do not get sick in the first place have become parts of our daily routine.

In the afternoon, I hear the laughter of children happily running around and playing after school. Even the beverages they hold in their hands have become easy choices—ones we can choose without hesitation or concern for our health or the environment.

These days, the drink best suited to how I feel on any given day naturally finds its way into my hands. That one drink helps relax both my mind and body and gently eases the fatigue of the day.





At work, AI has reduced the time I spend simply sitting in front of a computer preparing materials, and the exhaustion I once carried home has visibly lessened. In the evening, I return home with energy to spare and gather around the dinner table with my family. To close out the day, I enjoy a glass of cold beer. On other days, I meet virtually with friends around the world, each of us raising our favorite drink in a toast at a virtual drinking party. Simply being able to connect with people that way enables me to unwind both mentally and physically.

My father, who is about to turn 85, smiles as he says that his low-sodium meals are just as delicious as ever. It has become perfectly natural for everyone at the same table to enjoy meals together, without anyone having to sacrifice flavor or feel they are inconveniencing others.

Caregiving, too, is no longer something that only family members must struggle with on their own thanks to recent technological advancements. Recent advances in compassionate technology now quietly support families, allowing them to truly enjoy the time they spend together.

Last month, I took my father on a trip to Japan. I have never forgotten the cherry blossoms I saw in Japan ten years ago, and I had hoped for a long time that one day I would be able to show them to my family. At last, that wish came true. The cherry blossoms in Japan were just as breathtaking as they had been ten years ago—if not even more so—and the sight is now etched in our hearts forever.

Even with illness, even as we grow older, we do not have to give up the joy of connecting with others. Because these things have become a natural and sustainable part of life, health and beauty are no longer goals that require us to constantly strive to achieve them. They are simply part of everyday life for everyone.

The lives we live today are not built on sacrifice for the sake of the future. Simply by living each ordinary day in comfort, we had, before we knew it, moved closer to a brighter future. Perhaps even now, in 2035, you are still striving to renew and elevate what we now take for granted. Please continue to expand the choices that help create a society that enables each and every consumer to prosper. I will continue to support you.