

What is Kirin?

# OUR NEW DEVELOPMENTS

## Kirin's New Initiatives

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Targeting sustained growth over the long term, the Kirin Group is taking on a new challenge—creating shared value (CSV).\*

It has been more than 100 years since the founding of the Kirin Group, and today society faces a range of increasingly serious issues, such as health problems, rising healthcare costs, an aging society, the disintegration of bonds between people, economic disparity, global warming, and the increasingly serious destruction of the natural environment. The Kirin Group believes that working to help resolve these social issues through its business activities will contribute to the happiness of consumers. Initiatives that draw on the Group's strengths to address social issues change our way of thinking and foster innovation, thereby enhancing organizational capabilities and continuously generating value for consumers.

The Kirin Group regards this as corporate management itself. We advance investment in growth markets with a clarified strategic focus. Moving forward, we will work to establish a presence in the craft beer market, strengthen our beer operations in Myanmar and other Southeast Asian markets, and advance global initiatives in the Pharmaceuticals and Bio-chemicals Businesses.

\* Creating Shared Value. The aim of CSV is to realize improvements in corporate value based on both "social value creation" and "economic value creation" through addressing social issues.

OUR NEW DEVELOPMENTS

# Accelerating CSV



01

Competitive Advantage in Craft Beer

**Unique flavor**  
**Providing new ways of enjoying beer**

02

Expansion into Southeast Asian Markets

**Moving first to implement business development initiatives and establish solid positions in new, high-growth markets**



03

Global Business Development in the Pharmaceuticals and Bio-chemicals Businesses

**Contributing to the health and lifestyles of consumers by launching innovative new products**