The Kirin Group’s Value Creation

In accordance with the needs of customers and society, the Kirin Group is implementing global business development initiatives in the Alcoholic Beverages, Non-alcoholic Beverages, and Pharmaceuticals and Bio-chemicals businesses.

In each business, through products and services that leverage the strengths of the value creation foundation to offer diverse added value, we will realize CSV ("creating shared value" based on the creation of both social value and economic value) and work to address the needs of all stakeholders.
The Kirin Group

Sustained growth

Stakeholders

**OUTCOME**

**VALUE PROVISION**

**Happiness of consumers**

**Social value**
- Promotion of health and well-being
- Environmental impact reduction
- Regional revitalization

**Dual pursuit**

**Economic value**
- Sustained growth in ROE / EPS
- Bolstering our balance sheet
- Strengthening “invisible assets”

**Consumers**

**Shareholders and Investors**

**Employees**

**Business Partners**

**Communities**

**The Environment**

**Contribution**

The Kirin Group

Stakeholders