Kirin’s History of Progress

The history of the Kirin Group dates back to 1907, when the Kirin Brewery Company was founded and took over the business of the Japan Brewery Co., Ltd., which had been established in Yamate, Yokohama. Since that time, the Group has made sustained progress with a focus on offering products with higher added value, implementing business diversification and globalization, and enhancing management.

Moving forward, the Group will continue to value the pursuit of innovation, a customer orientation, and a focus on quality, which have been a part of the Group’s corporate DNA since its founding. Kirin’s resilience enables the Group to respond to evolving markets and consumer needs and is a key strength in Kirin’s endeavors to increase corporate value.

Details regarding Kirin’s history of progress can be found on Kirin Holdings’ corporate website.

Corporate History
http://www.kirinholdings.co.jp/english/company/history/

1888
Launch of Kirin Beer
To ensure a full-fledged German-style beer, ingredients and equipment were imported from Germany and a German technician was hired. This product was launched by Japan Brewery, the forerunner to Kirin Brewery Company.

1888
Launch of Kirin Lemon
Kirin Lemon, a non-alcoholic beverage, does not use any artificial coloring agents in consideration for the safety and security of customers.

1907
Establishment of Kirin Brewery Company
Kirin Brewery Company, which took over the business of the Japan Brewery Co., Ltd., was founded by parties related to the Iwasaki family, Mitsubishi, and MEIDI-YA.

1928
Launch of Kirin Lemon
Kirin Lemon; a non-alcoholic beverage, does not use any artificial coloring agents in consideration for the safety and security of customers.

1970s
The first phase of diversification
In addition to nurturing and strengthening the non-alcoholic beverages and spirits businesses, the Group also advanced into the food business. Kowai Dairy Products Company, Limited, which was established in 1976, commenced nationwide sales of cheese, butter, and other dairy products.

1980s
The second phase of diversification
The Group included the promotion of diversification in the “Long-Range Management Plan.” Business development moved ahead in five areas other than beer—non-alcoholic beverages, food, life sciences, services, and overseas business.

The launch of ESP®, a treatment agent for renal anemia, marked the full-scale entry into the pharmaceuticals business.

Transformation from Japan Brewery Co., Ltd. to Kirin Brewery Company
Kirin Beer achieves 60% market share as top domestic brand
Diversification of management; support for fulfilling lifestyles incorporating beer

1986
Launch of Kirin Gogo-no-Kocha
This was Japan’s first black tea beverage in a PET bottle. Kirin Gogo-no-Kocha created a new consumption scenario, enabling black tea to be casually enjoyed anywhere, and it instantly dominated the market.

ESPO®
Kirin’s Businesses

**Launch of unprecedented hit, Kirin Ichiban Shibori**
Kirin Ichiban Shibori®, which was developed as Kirin Brewery’s first product under its comprehensive alcoholic beverage strategy, established a strong position as a major brand in the canned chu-hi market.

**Globalization and establishment of Kyowa Hakko Kirin**
Kyowa Hakko Kirin was created through the merger of Kyowa Hakko Co., Ltd., in which Kirin had implemented a capital participation, and Kirin Pharma Company, Limited. Kyowa Hakko Kirin aims to be a global specialty pharmaceutical company.

**Creation of new beverage cultures**

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**1990s**

- **1990**
  - Launch of Kirin Ichiban Shibori
    - Aiming for a true, genuine beer that could only be made by Kirin, the Company developed this beer only using the first strain of malt liquid.

- **1998**
  - Capital participation in Lion Nathan Limited (currently, Lion)
    - The Group implemented a capital participation in Lion Nathan Limited, a beer company operating in the Oceania market. Active business development initiatives also got under way in China.

**2000s**

- **2001**
  - Launch of Kirin Chu-hi Hyoketsu® (currently, Kirin Hyoketsu®)
    - Kirin Hyoketsu®, which was developed as Kirin Brewery’s first product under its comprehensive alcoholic beverage strategy, established a strong position as a major brand in the canned chu-hi market.

- **2002**
  - Launch of Tanrei Green Label
    - This happo-shu (low-malt beer), which realizes a 70% reduction in carbohydrate, offers refreshment for the body and mind. Tanrei Green Label established the health-related category.

- **2006**
  - Capital participation in Mercian
    - The Company commenced capital participation in Mercian Corporation, a manufacturer and seller of wine, shochu, whiskey, and spirits. This company has formed the core of the Kirin Group’s wine business since 2007.

- **2009**
  - Launch of Kirin FREE
    - Kirin FREE, the world’s first 0.00%, completely alcohol-free beer-flavored beverage, was created from a desire to eliminate drunk driving.

**2010s**

- **2011**
  - Schincariol Participações e Representações S.A. (currently, Brasil Kirin) was made a 100% subsidiary

- **2012**
  - Launch of Grand Kirin
    - This product proposes new ways of enjoying beer through craft beer.

- **2015**
  - Acquisition of Myanmar Brewery
    - The Company acquired 56% of the outstanding shares of Myanmar Brewery Limited, which boasted a market share in Myanmar of about 80%.

- **2016**
  - Launch of 47 Todofuken no Ichiban Shibori
    - This special Ichiban Shibori series was created together with customers living across Japan to discover the distinctive appeal of the country’s local regions.