

Corporate slogan

Joy brings us together



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This phrase captures the Kirin Group's spirit, guiding us into the future.

We believe that no matter how much the world may change, the joy of living a full and healthy life, in mind and body, brings us happiness – for ourselves, for those we love, and for the whole society.

Joy is the essence of what holds people and society together.

Joy inspires us and generates positivity.

The joy of healthy living. The joy of living in harmony with our local communities.

The joy of connecting with other people.

Kirin promises to keep working to spread the benefits of joy.

About the legendary *kirin*

The KIRIN is a mythical creature that was thought to bring happiness and good fortune to people. According to ancient Chinese myths, *the KIRIN* was believed to appear during blessed occasions.

It was portrayed as a merciful animal that could fly, keeping its feet off the ground to avoid stepping on insects and grass.

The KIRIN was also regarded as a symbol of the joy that comes with peaceful and tranquil times.

Since first appearing on the Kirin Beer label in 1888, this image of *a KIRIN* has been featured on Kirin products for over 130 years, expressing the Company's hope to enrich people's lives.

Inspired by this symbol, all members of the Kirin Group will strive to continue bringing happiness and joy to customers in the years to come.

