KIRIN R&D DAY 2020
Opening Remarks

October 6, 2020

Yoshinori Isozaki
President & CEO
Kirin Holdings Company, Limited
Overall structure of KV2027

KV2027

Long-Term Management Vision “Kirin Group Vision 2027”

Corporate philosophy
KIRIN brings joy to society by crafting food and healthcare products inspired by the blessings of nature and the insights of our customers.

2027 vision
A global leader in CSV, creating value across our world of Food & Beverages to Pharmaceuticals

Outcomes
Create economic value (Financial targets), create social value (Non-financial targets)

Strategy framework

Value creation with Society
solving social issues (Health and well-being, community engagement and the environment)

Value creation with Consumers
meeting every consumer’s expectations by strengthening the bonds between consumers and the brands

Organizational capabilities for innovation
- Consumer centric marketing
- Technology creating trusted value
- Diversity and inclusion, culture for innovation
- ICT accelerating value creation

“One KIRIN” Values
“Passion. Integrity. Diversity.”
Organizational capabilities for innovation

Create new value through solving the social issues
Creating Shared Value

Organizational capabilities for innovation

Value creation with Society solving social issues (Health and well-being, community engagement and the environment)

Value creation with Consumers meeting every consumer’s expectations by strengthening the bonds between consumers and the brands

Technology creating trusted value

Consumer centric marketing
Diversity and inclusion, culture for innovation
ICT accelerating value creation

Strategy framework
The Kirin Group has achieved growth by leveraging its core technologies to address unmet needs.

1885  
Japan Brewery is established
Producing authentic German-style beer to meet the needs of foreign residents in Japan

1907  
Kirin Brewery Company is established

1928  
Enters the soft drink business with the launch of Kirin Lemon
Kirin Lemon, which contained no artificial colors or sweeteners, later satisfied a growing public awareness of the quality and safety of food and beverages

1982  
R&D Department is established
Gene design and fermentation technologies combined to enter the pharmaceutical business

1990  
ESPO® launched
First drug addressing unmet needs, including renal anemia, launched in partnership with U.S.-based Amgen

Fermentation and biotechnology

Manufacturing technology (incl. packaging technology)
Engineering technology

The soft drink production line at the Yokohama Plant

Erythropoietin production (roller bottle) system developed by Kirin

ESPO® when it was first released

Research report recommending entry into the pharmaceutical business (1981)
Embracing a research-driven spirit founded upon fermentation and biotechnology, we have enhanced our research and development capabilities to search for microorganisms and create cell culture-based production technologies.

1949: Kyowa Hakko Kogyo established

1951: Enters the pharmaceutical business as the first in Japan to mass-produce streptomycin (a tuberculosis drug)

1990: ESPO® formulation GRAN® launched

1991: G-CSF formulation

1997: Research leading to Crysvita begins

1991: Technology for the production of human antibodies established

2007: Expansion in the overseas food domain

2008: Kyowa Hakko Kirin (now Kyowa Kirin) is established

2008: Potelligent technology, which dramatically increases the activity of antibodies

2007-2019: Expansion in the overseas food domain

2018: Crysvita launched (Europe and the US)

2019: Nourianz launched (the US)

2019: KV2027, 2019 MTBP

- Shares in Kyowa Hakko Bio acquired
- Capital and business alliance with FANCL

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Kirin Group's core competencies and value creation

Value Creation

Core competencies
Foundations for driving innovations

Core technology that assures value creation:
Fermentation & Biotechnology

Health Science
Food
Pharma

Consumer centric marketing expertise
ICT accelerating value creation
Diversity and inclusion, culture for innovation
Kirin fermentation and biotechnology R&D drawn from 100+ years of experience

Kirin’s robust fermentation and biotechnology R&D is world-leading

**FERMENTATION & BIOTECHNOLOGY**

**Company**

**Applications**

- Alcohol Fermentation
- Micro-Biological Control
  - Aseptic technology

**Products**

- Alcoholic Beverages
- Non-alcoholic Beverages (PET)
- Food
- Food Supplements
- Skincare

**Brand Examples**

- KIRIN ICHIBAN
- 午後の紅茶
- IMUSE
- Cognizin
- Beauty BOUQUET

**Functional Research**

- Functional Research
  - Immuno-logical science
  - Microbial metabolic control technology

**Amino-acid Fermentation**

- Amino-acid Fermentation
  - Microbial metabolic control technology

**Functional Research**

- Functional Research
  - Microbial fermentation

**Bio-Pharmaceutical manufacturing technology**

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Kirin Group's Business Domains

Food & Beverages

Functional Foods & Beverages

General consumption needs

Health Science

Pharma

Food

Special needs (health awareness, sports, etc.)

Preventative healthcare needs

Supplements

Personalized Products/Services

Innovation across Food and Pharma
R&D DAY program

**Part 1**

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**Session 1  R&D at the Kirin Group**
- Expanding the Kirin Group's technological capabilities and business domains
- Technical capabilities to solve social issues 09:15 – 10:05

| Kirin Holdings Company, Limited | Noriaki Kobayashi, Director of the Board & Senior Executive Officer (presenter/Q&A) |

**Break (10 minutes)**

**Session 2  Discovery and Promise of Lactococcus lactis strain Plasma, Conversation with Guests**
- Joint Research and Results of Research on Lactococcus lactis strain Plasma
- Potential of Lactococcus lactis strain Plasma 10:15 – 11:00

| Yasuhiro Nishizaki, Senior Executive Director, Tokai University Tokyo Hospital | Daisuke Fujiwara, Deputy General Manager, Health Science Department, Kirin Holdings Company, Limited |

**Part 2**

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The CAA has publicly released a notification of *Foods with Function Claims*

With Kirin’s 5 of core *L. lactis* strain *Plasma* Products

*Lactococcus lactis* strain Plasma

First time an immune system-related product has been registered in Japan

It is now possible to label these products with
“Supports maintenance of the immune system in healthy individuals”

A vital step towards becoming a global leader in CSV
Contribution to maintaining health of the global community
## R&D DAY program

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Conclusion

The purpose of a company lies in the solution of social issues.

Societies need companies that can continue to contribute to solving problems, even in the midst of environmental changes that no one could have predicted.

The Kirin Group is committed to CSV management while pursuing sustainable growth, even in the midst of uncertainty and unpredictability.

Aim to be a global leader in CSV by solving the issues of the global community while turning the solutions into opportunities for growth.
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