

Kirin Group Monthly Sales Report - January 2017 -

Kirin Holdings Company, Limited announces the monthly sales outline in January 2017 regarding Japan Integrated Beverages Business.

1. Kirin Brewery

■ Category

| Category | YOY change (Jan 2017) |
|---------------------|-----------------------|
| Beer Category Total | 117% |
| Beer Total | 112% |
| Happo-Shu Total | 121% |
| New genre Total | 120% |
| RTD Total | 101% |

Main brands of Kirin Brewery are as follows:

(1) Kirin Ichiban Shibori



Remited design on Jan 13

(2) Kirin Tanrei



(3) Kirin Nodogoshi



(4) Kirin Hyoketsu



New! on Jan 31



Seasonal Offer on Jan

(5) Kirin Honshibori™ Chuhai



2. Mercian

■ Category

| Category | YOY change (Jan 2017) |
|----------------|-----------------------|
| Wine Total | 99% |
| Domestic Total | 93% |
| Import Total | 106% |

Main brands of Mercian are as follows:

(1) Château Mercian



(2) Oishii-sankaboshiza



Revamped! from mid-Jan

(3) Frontera



(4) Casillero del Diablo



3. Kirin Beverage

■ Category

| Category | YOY change (Jan 2017) |
|-------------------------------|-----------------------|
| Non-Alcoholic Beverages Total | 110% |

Main brands of Kirin Beverage are as follows:

(1) Kirin Gogo-no-Kocha



Remited Offer on Jan 24

(2) Kirin Fire



(3) Kirin Namacha

