Kirin Group Monthly Sales Report - March 2018 -

Kirin Holdings Company, Limited announces the monthly sales outline in March 2018 regarding Japan Integrated Beverages Business.

1. Kirin Brewery Category YOY change YOY change Category (Mar 2018) (Jan-Mar 2018) Beer Products Total 111% 105% Beer 108% 107% Happo-Shu (Low-malt beer) 94% 94% New genre 131% 113% RTD Total 99% 105% Main brands of Kirin Brewery are as follows: (1) KIRIN ICHIBAN (3) Kirin Nodogoshi (4) Kirin Hyoketsu (2) Kirin Tanrei (5) Kirin Honshibori_{TM} Chuhai Limited × E en love -NY NY 淡麗 and and OF C Item -On Mar 2 2. Mercian Category YOY change YOY change Category (Mar 2018) (Jan-Mar 2018) Wine Total 98% 100% 99% 100% Domestic Total Import Total 96% 100% Main brands of Mercian are as follows: (1) Château Mercian (2) Oishii-sankaboshizai-mutenka wine (3) Frontera (4) Casillero del Diablo * 3. Kirin Beverage Category YOY change YOY change Category (Mar 2018) (Jan-Mar 2018) Non-Alcoholic Beverages Total 99% 100% Main brands of Kirin Beverage are as follows: (1) Kirin Gogo-no-Kocha (2) Kirin Fire (3) Kirin Namacha New I New e 如 型 LLAC Package! 一生まし -北部 \$E On Mar 27 On Mar 6

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