

Kirin Group Monthly Sales Report - November 2020 -

Kirin Holdings Company, Limited announces the monthly sales outline in November 2020 regarding businesses in Japan.

1. Kirin Brewery

■Category

Category	YoY change (November 2020)
Beer Products Total	96%
Beer	94%
Happo-Shu (Low-malt beer)	102%
New genre	94%
RTD Total	111%

Main brands of Kirin Brewery are as follows:

(1) KIRIN ICHIBAN



(2) Kirin Tanrei Green Label



(3) Kirin Nodogoshi



(4) Honkirin



(5) Kirin Hyoketsu



2. Mercian

■Category

Category	YoY change (November 2020)
Wine Total	105%
Domestic Total	119%
Import Total	93%

Main brands of Mercian are as follows:

(1) Château Mercian



(2) Oishii-sankaboshizai-mutenka wine



(3) FRONTERA



3. Kirin Beverage

■Category

Category	YoY change (November 2020)
Non-Alcoholic Beverages Total	91%

Main brands of Kirin Beverage are as follows:

(1) Kirin Gogo-no-Kocha



(2) Kirin Namacha



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For more information regarding Kirin Holdings, visit <https://www.kirinholdings.co.jp/english/>
Contact: IR section, Kirin Holdings Company, Limited KIRIN_IR@kirin.co.jp