

Capital and business partnership with Brooklyn Brewery

Kirin Holdings Company, Limited (President: Yoshinori Isozaki) and Kirin Brewery Company, Limited (President: Takayuki Fuse) have concluded a capital and business partnership agreement with Brooklyn Brewery (headquartered in New York, CEO: Eric Ottaway, President: Robin Ottaway) as follows.

1. Background of the partnership

Directed towards “the ‘future of exciting beer’ created by everyone,” the Kirin Brewery Company, Limited (hereinafter KB) is working to strengthen the Ichiban Shibori brand, as well as actively expand craft beer. Starting with the launch of the craft beer brand “SPRING VALLEY BREWERY” announced in July 2014, KB has worked to expand and promote craft beer in Japan, including a capital and business partnership with the leading Japanese craft beer brewer YO-HO Brewing Company announced in September 2014. In order to further advance these activities, from 2016, Kirin Holdings Company, Limited (hereinafter KH) and KB started exploring the possibility of forming a working relationship with Brooklyn Brewery (hereinafter BB), one of the leading US craft breweries, in Japan and Brazil. Sharing the same “passion for brewing” and “philosophy of mutual respect,” the companies have decided to form a capital and business partnership that includes Kirin acquiring a minority stake in BB.

Under this partnership, KH/KB and BB will utilize the assets of both companies and work to make beer more appealing and further energize the craft beer market in Japan and Brazil. Also, KH and KB will support the growth of BB as a strategic partner.

2. Outline of the capital and business partnership

(1) Capital partnership

BB will issue new shares (common shares) to KB, and KB will acquire an approximately 24.5% stake in BB. Under this capital partnership, KH and KB will support the growth of BB as a strategic partner through technological and procurement assistance, and both companies will explore the possibility of new areas of cooperation. BB will remain an independent craft beer brewer and no changes to the current management are planned.

(2) Business partnership

KB and BB will establish a joint venture (planned capital contribution share: KB 60%, BB 40%) in Japan around January 2017 and proceed to roll out the Brooklyn brand. The companies will work to expand the craft beer market using the Brooklyn brand, which is popular among younger consumers in numerous markets worldwide. Also, the companies will consider the development of original products for the Japan market and the launch of a restaurant business in the future.

In addition, KH and BB plan to expand the Brooklyn brand into Brazil. The roll-out scheme and details of the business are still being discussed by the companies.

End of Document

※Attached documents: 1

Please contact the following for matters related to this announcement:

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TEL: 03-6837-7028

Kirin homepage: <http://www.kirin.co.jp>

Attached document

Brooklyn Brewery: Corporate profile

Trade name: The Brooklyn Brewery Corporation
Executive officers: Eric Ottaway (CEO), Robin Ottaway (President)
Head office: 79 North 11th St, Brooklyn, NY 11249
Date of incorporation: 1988
Main products: Brooklyn Lager, etc.
Founders: Steve Hindy, Tom Potter
Brewmaster: Garrett Oliver

Kirin Brewery Company, Limited: Corporate profile

Trade name: Kirin Brewery Company, Limited
President and CEO: Takayuki Fuse
Head office: 10-2 Nakano 4-chome, Nakano-ku, Tokyo
Number of employees: 1,517 (as of December 31, 2015)
Date of incorporation: July 1, 2007
Paid-in capital: 30,000,000,000 yen
Shareholders: Kirin Company, Limited (100%)
Main products: Kirin Ichiban Shibori, Kirin Tanrei Green Label, Kirin Nodogoshi Nama, Kirin Hyoketsu, Kirin Honshibori Chuhai, etc.

Kirin Holdings Company, Limited: Corporate profile

Trade name: Kirin Holdings Company, Limited
President and CEO: Yoshinori Isozaki
Head office: 10-2 Nakano 4-chome, Nakano-ku, Tokyo
Number of employees: 39,888 (on a consolidated basis as of December 31, 2015)
Date of incorporation: February 23, 1907
Paid-in capital: 102,045,793,357 yen
Annual sales: 2,196,925,000,000 yen (on a consolidated basis as of December 2015)
Main business operations: Formulate the business strategy for the group and manage the group