

Kirin Holdings Company, Limited selected as a “Semi-Nadeshiko Brand” in FY2019 under the joint initiative between the Ministry of Economy, Trade and Industry and Tokyo Stock Exchange

**~Conducting Nari-Kirin Mom/Dad Training companywide and achieving results in
transforming the organizational culture were highly evaluated~**

Kirin Holdings Company, Limited (President and CEO Yoshinori Isozaki) was selected as a “Semi-Nadeshiko Brand” that encourages women’s success in the workplace under the joint initiative between the Ministry of Economy, Trade and Industry and Tokyo Stock Exchange.

Kirin Holdings has implemented company-wide Nari-Kirin Mom/Dad Training^{※1} which won the grand prize at the 2016 New Eijo College^{※2} through which productivity increased, a transformation occurred in the awareness of gender specific roles and participation in household tasks was promoted. In addition, working to resolve the issues faced by women has been viewed to be “creating social value (CSV^{※3})”. These points plus the fact that executive management played a central role in conveying information on the initiatives that provide benefits beyond the industry, including the know-how obtained from Nari-Kirin Mom/Dad Training and the programs and measures created based on feedback from female employees, continued to be evaluated highly in FY2019.

※1 Five female employees of the Kirin Group conducted a trial program for increasing work productivity by assuming to be a mother and thoroughly enforcing a working style that limits the time available for work and requires responding to sudden unforeseen events such as a child becoming ill. In addition to showing confidence that women can continue working, even if they actually forego certain life events, the initiative led to changes in the organizational culture and measures to improve the surrounding management that are necessary to enable women to continue working while achieving success. From February 2019, Nari-Kirin Mom/Dad Training has been conducted under the leadership of the division and workplace managers targeting all of the divisions at Kirin Holdings Company, Limited, Kirin Brewery Company, Limited, Kirin Beverage Company, Limited and Mercian Corporation.

※2 Joint project involving various industries directed at “proposals for furthering the success of women in sales”. The project was originally established in 2014 by Recruit Holdings Co., Ltd., Suntory Holdings Limited, IBM Japan, Ltd., KDDI CORPORATION, Sumitomo Mitsui Banking Corporation, NISSAN MOTOR CO., LTD., Kirin Holdings Company, Limited and the consulting company ChangeWAVE Inc. Currently, over 30 companies are participating in the project.

※3 Creating Shared Value. It is all about creating value that can be shared with customers and society.

The Kirin Group has formulated the Long-Term Management Vision “Kirin Group Vision (KV2027)” and is aiming to become “A global leader in CSV, creating value across our world of Food & Beverages to Pharmaceuticals”. Also, directed towards realizing KV2027, the group has designated “diversity and inclusion and a culture for innovation” as one way to strengthen the organizational capabilities for innovation.

To date, the Kirin Group has worked to train and promote women in a planned manner based on the “Long-Term Plan to Promote Female Workers (KWN2021: Kirin Women’s Network 2021)” established in 2013 prior to the Act on Promotion of Women’s Participation and Advancement in the Workplace. Going forward, the Kirin Group will continue to carry out “working style reforms” that create opportunities for women to increase their level of freedom while raising productivity and taking on new challenges, as well as promote initiatives for improving the management by managerial level employees and create an environment in which women can form careers while also participating in life events such as having and raising children. The group will strive to create an organization in which all employees, including women, can make full use of their strengths.

What is a Nadeshiko Brand/ Semi-Nadeshiko Brand?

• Since 2012, the Ministry of Economy, Trade and Industry and Tokyo Stock Exchange have the joint initiative aimed at accelerating the initiatives at each company and promoting investments in corporations by introducing listed companies that encourage women's success in the workplace to investors who place importance on "increasing medium to long-term corporate value". The companies which pass the screening criteria are then evaluated based on scoring criteria related to encouraging the success of women, and the top companies in each business category are selected as "Nadeshiko Brands".

• Also, the semi-successful enterprises just below the Nadeshiko Brands are selected as "Semi-Nadeshiko Brands" regardless of the business category.

※ Excerpt from the Ministry of Economy, Trade and Industry homepage



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