

The Kirin Group and FANCL realize synergy creation of sale of *iMUSE professional Lactococcus lactis strain Plasma + Barrier Vitamin C*^{*1} through FANCL's e-commerce in Japan and cross-border e-commerce for China

iMUSE professional Lactococcus lactis strain Plasma + Barrier Vitamin C^{*1}, the supplement product by Kirin Holdings Company, Limited (President & CEO : Yoshinori Isozaki; hereinafter “Kirin”), sold in medical institutions will be released for a limited time on Tuesday, April 7 through e-commerce in Japan by FANCL Co., Ltd. (President & CEO : Kazuyuki Shimada; hereinafter “FANCL”). In addition, FANCL will also launch it through cross-border e-commerce for China for a limited period of time in April.

^{*1} Barrier vitamin C, L-ascorbic acid 2-glucoside, is less fragile for heat, light, and oxide than normal vitamin C. *iMUSE professional* contains 20% of barrier vitamin C.

This is part of the collaborative initiatives of the capital and business alliance formed between Kirin and FANCL in 2019.

This initiative enables the Kirin’s developed product to be delivered not only in Japan but also to Chinese consumers by leveraging FANCL’s strengths in channels. Amid growing interest in maintaining health and well-being, Kirin will provide products with unique value to customers worldwide, thereby responding to unmet needs and addressing social issues, and identifying business growth opportunities.

In 2019, Kirin formulated the Long-Term Management Vision, Kirin Group Vision 2027 (hereinafter “KV2027” the goal of which is to become “a global leader in CSV^{*2} by creating value across our world of food & beverages to pharmaceuticals.” To realize KV2027, Kirin has entered into the capital and business alliance with FANCL in the process of establishing and fostering the Health Science Business, which utilizes the Kirin’s core competencies of fermentation and biotechnology, in addition to the existing businesses of the Food domain (alcoholic and non-alcoholic beverages businesses) and Pharmaceuticals domain (the pharmaceuticals business). Going forward, we will continue to leverage the strengths of both companies to bring upon a variety of initiatives.

^{*2} Abbreviation of Creating Shared Value. Creating value that can be shared with consumers and the society.

■ About the *iMUSE* Brand

iMUSE is a “Health and Well-being support brand” using Kirin Group’s proprietary ingredients *Lactococcus lactis strain Plasma* and *KW Lactobacillus*, which supports a bright and vibrant life. Kirin first launched the *iMuse* brand in 2017 as a product leveraging the knowledge across the Kirin Group. Thereafter, Kirin expanded its sales overseas. In September 2019, in accordance with the Food Notification System^{*3} in Vietnam, the Kirin Group launched the original non-alcoholic beverage “*KIRIN iMUSE*” with its health functions displayed on the labels. In January 2020, Kirin began exporting *Lactococcus lactis strain Plasma* to the U.S.

^{*3} Self declaration: An official Vietnamese system in which companies are responsible for notifying the Health Bureau of the content of products prior to manufacturing and marketing.

■ Explanation of the “*iMUSE professional Lactococcus lactis strain Plasma + Barrier Vitamin C*”

A yogurt-flavored supplement with Vitamin C containing about 100 bn *Lactococcus lactis strain Plasma* in 2 tablets, which is an approximate daily intake. It is a chewable tablet that can be consumed without water, therefore suitable to bring along. Currently, it is sold at pharmacies, clinics, and in-hospital stores within Japan.



The Kirin Group contributes to the realization of a spiritually prosperous society by expanding the new pleasure of “food and well-being” through manufacturing that looks at nature and people.

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| 1. Brand name: | <i>iMUSE professional Lactococcus lactis strain Plasma + Barrier Vitamin C</i> |
| 2. Volume/Container: | 30 grains (2 grains per day)/Stand-type aluminum package |
| 3. Sales Channels: | (1) FANCL’s e-commerce in Japan and
(2) FANCL’s Cross-Border e-Commerce for China |
| 4. Assumed price: | (1) 2,376 yen (including tax) (2) 189 yuan (planned) |
| 5. Release date: | (1) Apr. 7th (Tuesday) (2) Apr. 2020 (planned) *Limited period of time |