

**—First jointly developed product by Kirin Group and FANCL—**  
**Launch of Kirin x FANCL BASE Peach & Pomegranate**  
**—Incorporating FANCL’s focus on health and beauty into a light, delicious Kirin beverage—**

Kirin Beverage Company, Limited (President and CEO: Hideki Horiguchi, hereinafter “Kirin Beverage”) will launch nationwide on October 6 (Tuesday) “Kirin x FANCL BASE Peach & Pomegranate” flavored water, jointly developed with FANCL Corporation (President and CEO: Kazuyuki Shimada, hereinafter “FANCL”). FANCL will start selling this beverage on its e-commerce site, mail order and retail stores nationwide from October 20 (Tuesday).

This beverage is the first jointly developed product by the Kirin Group and FANCL, which entered into the capital and business alliance in 2019. Leveraging our mutual strengths, we have created a new product with new ideas that utilizes the strengths of FANCL, which has targeted health and beauty for many years, and Kirin Beverage, a provider of delicious, safe and reliable beverages.

This beverage is a new type of flavored water that incorporates Kirin Beverage’s development technology and contains FANCL’s original combination of HTC Collagen\*<sup>1</sup> and Rose Bud Extract\*<sup>2</sup>, and it also supplements daily vitamin C\*<sup>3</sup> intake. The beverage proposes a new beauty habit that will help women who are busy with work and housework to easily supplement vitamins and other important elements in their limited free time.

\*1 Collagen that contains many of the smallest tripeptide molecules and is more easily absorbed than the standard collagen.

\*2 Rare extract obtained from the healthiest Buds that are picked before they Bud.

\*3 The amount obtained by subtracting the actual average intake (National Health and Nutrition Survey (2018) for women aged 20-49 years) from the national recommended amount (Dietary Reference Intakes for Japanese (2020)).

By mutually utilizing the strengths of the Kirin Group and FANCL and providing products and services that have unique value, Kirin Beverage will continue to respond to unmet consumer needs and offer solutions to the problems facing society. In addition, we will aim to achieve sustainable growth and create new value in a wide range of domains through joint efforts between the two companies.

**●Origin of the product name “BASE”**

The name comes from a desire to be a “BASE” for women who are busy with work and housework.

**●Contents**

- Contains FANCL’s original combination\*<sup>4</sup> of HTC Collagen (500mg) and Rose Bud Extract (5mg), as well as the vitamin C typically lacking in the daily diet.
- Selected peach & pomegranate, which provides a well-balanced mix of sweet and sour, to create a refreshing flavored water\*<sup>5</sup> that can be enjoyed every day.
- Only 16kcal per 100ml.

\*4 FANCL obtained a patent for the combination of HTC Collagen and Rose Bud Extract (Patent No. 6553790).

\*5 Contains no fruit juice

**●Package**

Using a two-tone color scheme based on white, adopted a simple, clean design that is appealing to women.



Directed at realizing the Long-Term Management Vision “Kirin Group Vision 2027”, the Kirin group aims to enhance profitability and grow the existing businesses in the Food & Beverages domain (alcoholic and non-alcoholic beverages businesses) and Pharmaceuticals domain (pharmaceuticals business). In addition, the Kirin Group is working to establish and foster the Health Science domain (health science business) to benefit the health of all people based on the advanced “Fermentation and Biotechnology” accumulated by the group over the years.

## Product Details

1. Product name Kirin x FANCL BASE Peach & Pomegranate
2. Sales area 1) Nationwide  
2) E-commerce website, mail order and retail stores nationwide
3. Product launch date 1) October 6, 2020 (Tuesday) 2) October 20, 2020 (Tuesday)
4. Volume / container 500ml PET bottle
5. Price (MRSP excluding tax) 138 yen