

Kirin Holdings Selected As a 2021 Nadeshiko Brand

Third year in a row recognized for women's promotion initiatives

TOKYO, Monday March 22, 2021 - Kirin Holdings Company, Limited (Kirin Holdings) was selected as a Nadeshiko Brand - that encourages women's success in the workplace under the joint initiative between the Ministry of Economy, Trade and Industry and the Tokyo Stock Exchange. In the past, Kirin Holdings has been selected as a [Nadeshiko Brand](#) in FY2018 and FY2019, and as a Semi-Nadeshiko Brand (a secondary award) in FY 2017 and 2020.

● What does “Nadeshiko” mean?

This term originates from ancient Japanese. *Yamato nadeshiko* is a Japanese term that meant the "personification of an idealized Japanese woman," or "the epitome of pure, feminine beauty" ([Wikipedia](#)). In recent times, the term has been shortened to *nadeshiko* to describe the ideal of modern brilliance and success for women. As such, the Nadeshiko Brand recognizes companies that take initiatives that help women succeed and shine.

What is the “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.



● Nari-Kirin Initiative

Kirin Holdings has implemented company-wide Nari-Kirin Mom/Dad Training*¹ which won the grand prize at the 2016 [Eijyo College](#)*¹ through which productivity increased through promoting awareness of modern gender-specific roles and participation in household tasks by men, both issues in Japanese society. In addition, working to resolve the issues faced by women is considered to be “creating social value” (CSV*²). The Kirin Group disseminates information on beneficial initiatives that transcend the company, such as the know-how of Nari-Kirin Mom/Dad Training and systems and measures borne from the voices of female employees. The governance system to promote these initiatives under the commitment of the management team was highly appraised externally.

*1 Joint project involving various industries directed at proposals for furthering the success of women in sales. Currently, over 30 companies are participating in the project.

*2 Creating Shared Value: combined added value for consumers as well as for society at large.

● Nari-Kirin Mom/Dad Training

Five female employees of the Kirin Group conducted a trial program for increasing work productivity in the premise of being 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 experience 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.

- **Kirin Women's Network**

To date, the Kirin Group has worked to train and promote women in a planned manner based in 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. In the future, through [KIRIN Work Style 3.0](#), which continues to develop an environment that allows employees to develop their careers while balancing life events such as childbirth and childcare, as well as improve the management skills of managers, the Kirin Group is also working to create an organization in which all employees, including women, can demonstrate their strengths.

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.

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