

***iMUSE* Wins 2021 Product of the Year Award in the Immune Support Category at the NutraIngredients-Asia Awards**

- *iMUSE* wins first-ever Product of the Year award for Immune Support held by William Reed Business Media
- *iMUSE* chosen for scientific effort behind the product, the successful labeling of its immune function, and commercial growth.
- Products containing Kirin's *Lactococcus lactis* strain Plasma are sold in Vietnam as well as in Japan.

TOKYO, Thursday September 30, 2021 – Kirin Holdings Company, Limited's (Kirin Holdings) *iMUSE* brand (*IMMUSE* in some markets), won the **2021 Product of the Year Award** in the Immune Support category of the [NutraIngredients-Asia Awards](#), held by [William Reed Business Media \(WRBM\)](#), a leading publisher of digital newsletters, publications and data sources for the food, beverage and nutrition industries worldwide. The award recognizes Kirin Holdings' proprietary *Lactococcus lactis* strain Plasma (*LC-Plasma*) – the functional ingredient in *iMUSE* – for scientific research that supports its effects on the immune system, success in achieving health claims, as well as commercial growth.

Dr. Daisuke Fujiwara, General Manager, Health Science Department – who discovered *LC-Plasma* – accepted the award, stating “It’s an honor for Kirin Holdings to be chosen for its *Lactococcus lactis* strain Plasma – the functional ingredient in *iMUSE*. This is the culmination of many years of research. Over 10 years ago, when I set out to do this research, my mission was to find ways to contribute to protection against viral infection. This award validates our hard work. Moving forward, Kirin Holdings will carry on this mission, finding more ways to contribute to the health of as many people as possible; first by making efforts to spread this kind of research through Asia.”



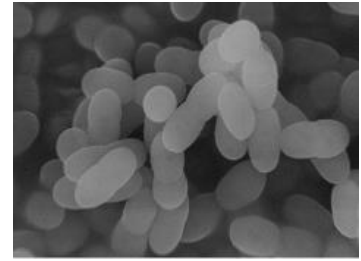
WINNER
PRODUCT OF THE YEAR: IMMUNE SUPPORT

iMUSE
Kirin Holdings Company

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- **About *LC-Plasma***

Lactococcus lactis strain Plasma is the world's first lactic acid bacteria that can activate the entire immune system by directly activating pDC (plasma cytotid dendritic cells), which are the command tower of immunity. *Lactococcus lactis* strain Plasma is the world's first lactic acid bacteria that can activate the entire immune system by directly activating pDCs, the command center of the immune system. Kirin Holdings discovered it in 2010.



- **About *iMUSE***

The *iMUSE* brand is Japan's first food with functional claims for immune function that supports the maintenance of immune function in healthy people. Odorless and tasteless, it is easy to take and supports the maintenance of immune function of healthy people through the function of *Lactococcus lactis* strain Plasma.

- **Recent Developments**

Kirin Holdings, along with partners, is developing products such as supplements and beverages and other foods that contain *LC-Plasma* and are easily accessible to support the maintenance of immune function in healthy people. To this end, recent developments include (hyperlinks):

1. [Study Suggests Food Can Suppress Main Dengue Fever-Like Symptoms](#)
2. [iMUSE Immune Function Product Range Extended to 22 to Lure The 70% Of Consumers Who Want To Use Them But Haven't Yet](#)
3. [Kirin Holdings to Double Lactococcus Lactis Strain Plasma Production](#)

- **About The NutraIngredients-Asia Awards**

The [NutraIngredients-Asia Awards](#) is organized and compiled by William Reed Business Media (WRBM) and recognizes the best in ingredients, finished products, companies, people and initiatives in the nutrition and supplement industry, with a focus on true innovation, long-term market success and cutting-edge research in Asia. The awards have been running since 2018 and categories were expanded to 16 this year. The Immune Support category was first established this year, and *iMUSE* marks the first-ever winner. This award celebrates the best-branded or own-label supplements, functional foods and beverages for supporting immune health.



About Kirin Holdings

Kirin Holdings Company, Limited is an international company that operates in the Food & Beverages domain (Food & Beverages businesses), Pharmaceuticals domain (Pharmaceuticals businesses), and Health Science domain (Health Science business), both in Japan and across the globe.

Kirin Holdings can trace its roots to Japan Brewery which was established in 1885. Japan Brewery became Kirin Brewery in 1907. Since then, the company expanded its business with fermentation and biotechnology as its core technologies, and entered the pharmaceutical business in the 1980s, all of which continue to be global growth centers. In 2007, Kirin Holdings was established as a pure holding company and is currently focusing on boosting its Health Science domain.

Under the [Kirin Group Vision 2027](#) (KV 2027), a long-term management plan launched in 2019, the Kirin Group aims to become A global leader in CSV*, creating value across our world of Food & Beverages to Pharmaceuticals. Going forward, the Kirin Group will continue to leverage its strengths to create both social and economic value through its businesses, with the aim of achieving sustainable growth in corporate value.

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

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