

## ***iMUSE* Wins 2022 Product of the Year Award in the Immune Support Category at the NutraIngredients-Asia Awards**

- *iMUSE* Wins William Reed Business Media's "Product of the Year" in the Immune Support category for the second year in a row
- *iMUSE* chosen for the scientific endeavor underpinning the products, its health claims success and extensive commercial growth over the past year.
- In Vietnam, sales volume from January to August increased sevenfold over last year.

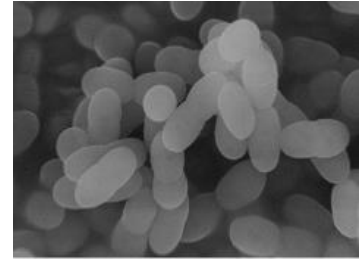
**TOKYO, September 30, 2022** – Kirin Holdings Company, Limited's (Kirin Holdings) *iMUSE* brand (*IMMUSE* in some markets), won the **2022 Product of the Year Award** in the Immune Support category of the [NutraIngredients-Asia Awards](#), held by [William Reed Business Media \(WRBM\)](#), a leading 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 the scientific endeavor underpinning the products, its health claims success and extensive commercial growth over the past year. An example in Asia is in Vietnam, where sales volume of LC-Plasma products increased sevenfold.

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 yet again for its *Lactococcus lactis* strain Plasma – the functional ingredient branded as IMMUSE. This is a reflection of the wide range of research supporting its effectiveness in activating the immune system. Our continuing research in Asia shows promise for further effectiveness of *Lactococcus lactis* strain Plasma against viral infection and healthy ageing – a part of Kirin Holdings’ mission as a company to contribute to the health of as many people as possible. We hope the growing commercial interest in IMMUSE and development of easily-accessible products that contain it will contribute to the overall health of society.”



- **About *LC-Plasma***

*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 cytotoid dendritic cells), which is a leader of the immune system. *LC-Plasma* is the world's first lactic acid bacteria that can activate the entire immune system by directly activating these pDCs. 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 *LC-Plasma*.

- **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. The Immune Support category was first established last year, and *iMUSE* was the first-ever winner and now the first consecutive winner. This award celebrates the best-branded or own-label supplements, functional foods and beverages for supporting immune health.



- **Functional Food Label Information**

This product contains *Lactococcus lactis* strain Plasma. It has been shown to support maintenance of the immune system in healthy individuals by stimulating pDCs (plasmacytoid dendritic cells). Diet is based on staple foods, main dishes, and side dishes to balance the diet. This product has not been approved by the government. This product is not intended to diagnose, treat or prevent disease.

## **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.