

Notice Regarding Price Revision For Kirin Brewery Products In Western Liquor, RTDs and Kegged Products

TOKYO, Thursday May 16, 2024 - Kirin Brewery Company, Limited (Kirin Brewery) will revise the producer prices for certain products in Western liquor, RTDs* and kegged products delivered from Sunday, September 1, 2024.

** Ready to Drink: canned mixed cocktails such as chuhais, etc.*

In order to deliver high-quality, safe and reliable products at reasonable prices, we have been working hard to improve productivity and reduce costs in all aspects of our business and have been making efforts to improve our corporate management and rationalize our operations.

However, due to the global rise in transport, raw material and other costs, the prices of some products delivered by brand owners to Kirin Brewery have changed. In addition, with various costs rising in Japan as well, against a background of rising transport, raw material and other costs, Kirin Brewery found it difficult to absorb the cost increases through corporate efforts alone, and therefore decided, out of necessity, to implement price revisions for some of its products.

Kirin Brewery will continue its efforts to improve management efficiency and work to ensure the stable delivery of high-quality, safe and reliable products to consumers.

- Summary of Price Revision

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|---------------------|---|
| 1. Effective Date | Products delivered from Sunday, September 1, 2024 |
| 2. List of articles | Western liquor, RTDs and kegged products |
| 3. Price | Open price |
| 4. Main products | See below |

- 10 items of domestic Western liquor

Main products	Capacity
<i>Kirin Whisky FUJI Signature Blend</i>	700ml
<i>Robert Brown</i>	750ml
<i>Ocean Lucky Gold</i>	2700ml
<i>Ocean Lucky Gold</i>	4000ml
<i>Kirin Whisky RIKU</i>	500ml
<i>Kirin Whisky RIKU</i>	4000ml
<i>Kirin Single Grain Japanese Whisky FUJI</i>	700ml
<i>Kirin Single Blended Japanese Whisky FUJI</i>	700ml
<i>Kirin Single Malt Japanese Whisky FUJI</i>	700ml
<i>Kirin RIKU Highball 3L PET bottle</i>	3000ml

- 20 items of imported Western liquor

Main products	Capacity
<i>Johnnie Walker Red Label</i>	1000ml
<i>White Horse Fine Old</i>	700ml
<i>White Horse Fine Old</i>	1000ml
<i>White Horse Fine Old</i>	1750ml
<i>White Horse Fine Old</i>	2700ml
<i>White Horse Fine Old</i>	4000ml
<i>White Horse 12 Year Old</i>	700ml
<i>Original Peachtree</i>	700ml
<i>Original Apple Barrel</i>	700ml
<i>Caife Lychee</i>	700ml
<i>De Kuyper Creme de Cassis Noir de Bourgogne</i>	700ml
<i>De Kuyper Citron Geneva</i>	700ml
<i>De Kuyper Bluesberry</i>	700ml
<i>Waninx Advocat</i>	700ml
<i>De Kuyper Cassis Rosette</i>	700ml
<i>De Kuyper Blue Curacao</i>	700ml
<i>De Kuyper Creme de Banana</i>	700ml
<i>De Kuyper Apricot Brandy</i>	700ml
<i>De Kuyper Triple Sec</i>	700ml
<i>De Kuyper Butterscotch Caramel</i>	700ml

- 1 item of RTD

Main products	Capacity
<i>White Horse Highball</i>	350ml can

- 1 item of kegged products

Main products	Capacity
<i>White Horse Kegged Highball</i>	7000ml

- more -

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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