

ESG Initiatives

To address environmental, social, and governance (ESG) issues, the Group identified management issues for sustainable growth of the Kirin Group (Group Materiality Matrix)*¹ as important themes for the long-term sustainability and development of the Kirin Group and of society. Based on this matrix, we will enhance our human resources and corporate culture and strengthen corporate government as these factors support our foundations for value creation. At the same time, we will faithfully fulfill our responsibilities to address social issues, such as those related to the environment, as a company seeking harmonious coexistence with society.

*1 Please see page 29 for more details.

Initiatives Related to Major Issues

Below, we will introduce the initiatives the Group is advancing in relation to major issues with the aim of living up to the demands and expectations of society. These issues—namely global warming, alcohol-related problems, and food safety and security—are being addressed on a Groupwide basis through activities that include tackling the priority issues described in “Our CSV Commitment.”*²

*2 Please see page 28 for more details.

1 Global Warming

In 2013, the Kirin Group established the Kirin Group Long-Term Environmental Vision together with the long-term targets for 2050. The aim of this vision is to guide us in stabilizing our business management and preserving the global environment to ensure that we can continue to benefit from nature's bounty.

The importance of global warming prevention measures began to increase rapidly following the 2015 adoption of the Paris Agreement. Accordingly, the Company has formulated medium-term greenhouse gas emission reduction targets based on the methodology of Science Based Targets.*³ We are promoting more efficient energy use while also expanding our usage of renewable energy in order to accomplish these targets.

*3 Science Based Targets is a joint initiative created by CDP, the UNGC, the World Resources Institute, and the World Wildlife Fund to encourage companies to establish reduction targets based on scientific insight in order to keep the average increase in global temperature below 2°C.

2 Alcohol-Related Problems

As a responsible alcohol producer we are concerned that the harmful use of alcohol can create adverse health consequences and contribute to social problems. To address these issues, we have in place rigorous voluntary regulations for advertisements and promotions and are engaged in activities to educate people on the subject of responsible alcohol consumption.

In Japan, the national government unveiled the Basic Act on Measures to Prevent Damage to Health Due to Alcohol in 2016. Based on this plan, an industrywide movement is being advanced to prevent attempts to lure individuals into inappropriate imbibing habits through coordination with government agencies and healthcare professionals. In Australia and New Zealand, meanwhile, we are expanding our lineup of low-alcohol beers to help facilitate responsible drinking while at the same time participating in industry initiatives for promoting healthy drinking habits among youths and all other adults.

3 Food Safety and Security

Consumer concern for food safety and security, in relation to quality specifically, has been rising in the midst of threats to food safety in forms such as food terrorism, food mislabeling, and food poisoning (norovirus). We realize that addressing these threats is a top priority among our responsibilities as a corporate group that deals in food products. The Kirin Group's basic quality policies entail a consumer orientation and a focus on quality. Accordingly, we strive to ensure the safety of our food products and utilize our various points of contact with consumers to provide them with information that gives them peace of mind when using our products. These efforts have stimulated an increase in the sense of security and reliability consumers hold with regard to the quality of our products. Moreover, we earnestly listen to consumer input and value communication with consumers, which enables us to faithfully supply information that proves Kirin's reliability.