



Enhancing economic and social value with the concept “creating shared value” positioned at the heart of all management


Kirin Group Corporate Philosophy


INPUT

Foundations for driving innovations

- 

Consumer centric marketing expertise
- 

Technology creating trusted value
 ¥58.1 billion in R&D expenses in fiscal 2018
- 

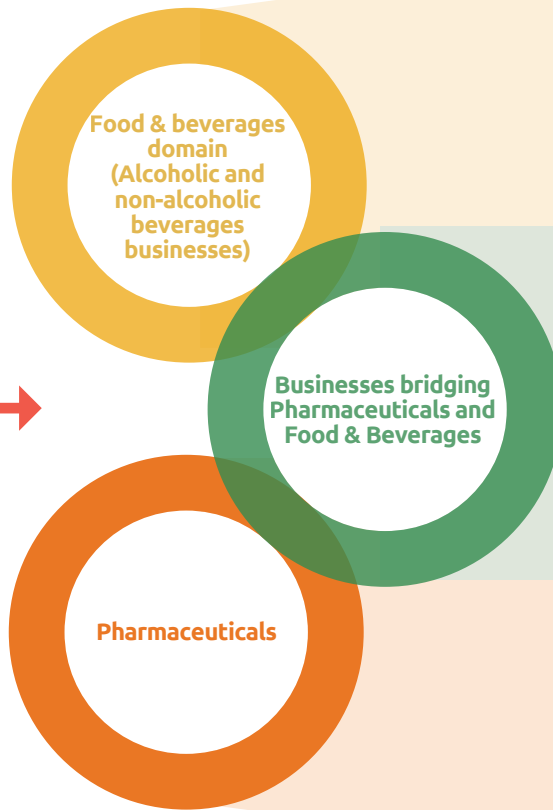
ICT accelerating value creation
 ¥16.7 billion in ICT expenses in fiscal 2018
 ¥13.5 billion in ICT investment in fiscal 2018
- 

Diversity and inclusion, culture for innovation
 30,464 employees (consolidated)
 (As of December 31, 2018)

BUSINESS

The Kirin Group is helping society with various issues while treating those challenges as opportunities for business growth

Business domains



OUTPUT

The Group is leveraging its foundations for driving innovations that enable its businesses to help society around the world settle the issues

Providing products and services to build bonds between people

Providing products and services to improve people's quality of life

Continually developing innovative new drugs

Kirin Group corporate governance

Throughout its management, the Kirin Group has integrated the model of creating shared value (CSV), a business concept first introduced by Michael E. Porter.

Accordingly, it is driving innovations through its marketing expertise, leading-edge technologies, advanced information and communications technology (ICT), diverse human resources and motivated workplaces. By leveraging these competitive advantages, the Group is expanding its alcoholic and non-alcoholic beverages businesses, pharmaceuticals

and bio-chemicals businesses, and businesses bridging Pharmaceuticals and Food & Beverages. Through the products and services offered by each of these businesses, the Group is bringing economic and social value to people around the world. Looking ahead toward its next stage of growth, the Group plans to bolster its innovation drivers even more so that it can continue creating value and growing sustainably into the future.

OUTCOME

The Kirin Group gives value back to the society it serves

