

Kirin Group Monthly Sales Report - August 2017 -

Kirin Holdings Company, Limited announces the monthly sales outline in August 2017 regarding Japan Integrated Beverages Business.

1. Kirin Brewery

■Category

Category	YOY change (Aug 2017)
Beer Products Total	93%
Beer	96%
Happo-Shu (Low-malt beer)	92%
New genre	90%
RTD Total	114%

Main brands of Kirin Brewery are as follows:

(1) Kirin Ichiban Shibori



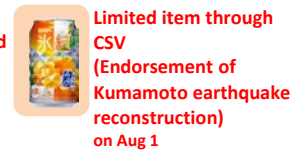
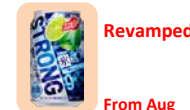
(2) Kirin Tanrei



(3) Kirin Nodogoshi



(4) Kirin Hyoketsu



(5) Kirin Honshibori™ Chuhai



2. Mercian

■Category

Category	YOY change (Aug 2017)
Wine Total	105%
Domestic Total	104%
Import Total	105%

Main brands of Mercian are as follows:

(1) Château Mercian



(2) Oishii-sankaboshizai-mutenka wine



(3) Frontera



(4) Casillero del Diablo



* one of the largest wine competition in Japan, set up in 2003. It aims to improve the quality and visibility of Japanese wine using 100% of Japanese grapes.

3. Kirin Beverage

■Category

Category	YOY change (Aug 2017)
Non-Alcoholic Beverages Total	95%

Main brands of Kirin Beverage are as follows:

(1) Kirin Gogo-no-Kocha



(2) Kirin Fire



(3) Kirin Namacha

