

Sales of products that contain Kirin's proprietary *Lactococcus lactis* strain Plasma doubled in the first half of 2020 year-on-year

— Maintaining consumers' health with a portfolio of Kirin's groupwide products —

In response to the increase of health-conscious consumers, Kirin Holdings Company, Limited's (President and CEO: Yoshinori Isozaki) lineup of products that uses the company's proprietary *Lactococcus lactis* strain Plasma^{*1}, centered around the iMUSE brand^{*2}, marked a record-high sales performance in the first half of 2020, doubling the figure from the previous year.

*1 For portfolio details, see the attachment: Lineup of products that use the *Lactococcus lactis* strain Plasma.

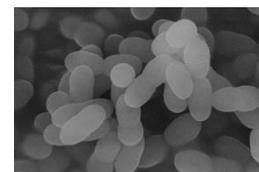
*2 Kirin's flagship brand that uses the *Lactococcus lactis* strain Plasma.

Kirin Group Vision 2027 (KV2027), the Long-Term Management Vision from the Kirin group, sets out the broad aims of creating value across our world of Food & Beverages to Pharmaceuticals and becoming a global leader in CSV^{*3}. KV2027 also calls for the establishment of a new Health Science domain to augment the wide area existing between the current businesses of the Food & Beverages domain and the Pharmaceuticals domain. As one such effort, we have introduced a groupwide offering of products that use the *Lactococcus lactis* strain Plasma, developed based on the Kirin group's 35 years of research, to help our customers maintain their health amid their growing awareness to stay fit.

*3 Creating Shared Value = generating value to be shared with our customers and society in general.

■ Kirin's proprietary *Lactococcus lactis* strain Plasma

The *Lactococcus lactis* strain Plasma is a type of *Lactococcus lactis*, which is a natural lactic acid bacterium mainly used for the fermentation of cheese and yogurt. The *Lactococcus lactis* strain Plasma is a product of joint research by Kirin Holdings, Koiwai Dairy Products, and Kyowa Hakko Bio, and a number of relevant papers have been authored and conference presentations have been given in cooperation with international universities and research institutions.



Lactococcus lactis strain Plasma

■ Factors behind success

① Customers' growing awareness to stay fit

Amid the recent increase of health-conscious people, we presume there is a greater number of customers who want to actively expand their intake of lactic acid bacteria via different yogurt products, drinks, supplements, and foods.

② Continuous high coverage of the *Lactococcus lactis* strain Plasma drinks offered via mass retail and drugstore channels

Our line of *Lactococcus lactis* strain Plasma drinks including Kirin iMUSE Lemon and Lactic acid bacteria, Kirin iMUSE Water, and Kirin Mamoru Chikara Supplement has recorded a strong sales quantity over the first half of this year for both mass retail and drugstore channels by marking more than double the figure from the previous year. The sales performance of these products peaked in winter in past years; however, this year in the last week^{*5}, drugstore channel's coverage rate of the *Lactococcus lactis* strain Plasma drinks stayed at a high level of about 60% year-on-year increase. We believe one of the factors for this success was our ability to develop and maintain a store display that encourages our customers to try our products even in summer.



*4 Source: SRI, 2020. 22/6/2020~28/6/2020, 25/6/2019~1/7/2019

③ Increased recognition of the *Lactococcus lactis* strain Plasma

As a result of our efforts to increase the recognition of the *Lactococcus lactis* strain Plasma including storefront promotions, recognition has tripled over the past three years*⁵. These efforts are triggering our customers to try the Kirin's groupwide line of iMUSE brand products that use the *Lactococcus lactis* strain Plasma.

*⁵ Source: Kirin Holdings, January 2020.

KIRIN brings joy to society by crafting food and healthcare products inspired by the blessings of nature and the insights of our customers.

* One attachment: Lineup of products that use the *Lactococcus lactis* strain Plasma.

■ Lineup of products that use the *Lactococcus lactis* strain Plasma



No.	Company	Product name	Quantity	SRP (w/o tax)
①	Koiwai Dairy Products	Koiwai iMUSE Namanyu Yogurt	100 g	120 yen
②		Koiwai iMUSE Drink Yogurt	115 g	120 yen
③		Koiwai iMUSE Namanyu Yogurt	400 g	380 yen
④	Kyowa Hakko Bio	Kyowa Hakko Bio's iMUSE	60 pcs (4 pcs/day)	1,429 yen
⑤	Kirin Beverage	Kirin iMUSE Lemon and Lactic acid bacteria	500 ml	140 yen
⑥		Kirin iMUSE Water	500 ml	120 yen
⑦		Kirin Mamoru Chikara Supplement Refreshing Yogurt Taste	500 ml	143 yen
⑧	Kirin Holdings	iMUSE professional <i>Lactococcus lactis</i> strain Plasma + Barrier Vitamin C *Available at in-hospital stores, clinics, and pharmacies	30 pcs (2 pcs/day)	2,200 yen