

Kirin Holdings Becomes the First Beverage Manufacturer in Japan to Use 100% FSC®-certified paper

TOKYO, Wednesday November 18, 2020 - Kirin Holdings Company, Limited (Kirin Holdings) announced that it will convert all paper used for paper containers and packaging for alcoholic beverages and other beverage products*¹ in Japan to 100% FSC-certified paper*² by the end of 2020. Among Kirin Group companies, Mercian Corporation has achieved its goal of 100% adoption of FSC-certified paper at all of its domestic beverage group companies as of Friday, November 6, 2020, by switching to paper bag products and other products. This marks the first time domestic beverage manufacturer will achieve this goal*³.

*¹ Kirin Brewery Company, Kirin Beverage Company, and Mercian Corporation

*² Excluding limited edition products, small quantities, specially-shaped packaging, imported products, etc.

*³ In the case of paper packs, cardboard boxes, gift boxes and 6-can packs

Kirin Beverage Company, Limited (Kirin Beverage) was the first company in the Kirin Group to use FSC-certified paper for its *Tropicana* 250ml paper pack in 2016, and to place the FSC-certified label on the package. Kirin Brewery Company, Limited (Kirin Brewery) also began using FSC-certified paper on its six-can beer packs and gift boxes for the *KIRIN ICHIBAN* core product in 2017. The product cardboard cartons are also covered by the FSC logo, and starting in 2019, the logo is also placed on the top of the six beer can packs and the product cardboard cartons to make it easier to find the logo, with the aim of promoting customer understanding of the FSC certification system and making the Group's approaches more widely known. As of the end of November 2019, Kirin Brewery and Kirin Beverage had completed the 100% switch to FSC-certified paper, and with the switch to Mercian's paper packaged products and other products, Kirin Holdings has achieved its goal.

Because it uses a lot of paper outside of containers and packaging, Kirin Holdings has also declared to switch office paper to 100% FSC-certified paper or paper made from recycled paper by the end of 2020. Currently, we are switching to FSC-certified paper for business cards, envelopes, copier paper, etc..., These efforts are also contributing to the preservation of precious forests and to addressing climate change issues.

Introduction of FSC-certified paper in the Kirin Group



This is the first product in each container that started to have the FSC certification label and may differ from current products.

The Kirin Group Environmental Vision 2050, a new vision for strengthening social and corporate resilience, includes four key themes: water resources, biological resources, packaging, and climate change. This is an initiative to achieve sustainable use of biological resources and packaging by increasing the sustainability of materials used for containers and packaging.

What is the FSC certification?

The Forest Stewardship Council (FSC) is an international organization that certifies the world's forests that produce wood, as well as the distribution and processing processes of the wood cut from those forests. The FSC certification label on a package means that the raw materials have been responsibly sourced, including from well-managed forest and regenerative resources.

(FSC® C137754) <https://fsc.org/en>



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