



August 6, 2024

To Whom It May Concern:

Company Name: KIRIN HOLDINGS COMPANY, LIMITED

Name and Title of Representative: Takeshi Minakata, President & COO

Code Number: 2503 (Tokyo Shares Exchange, Prime Section)

Head Office:

4-10-2, Nakano, Nakano-ku, Tokyo 164-0001, Japan

Name and Title of Contact Person:

Naomi Sasaki,

General Manager of Corporate Communications Department

Telephone Number: 03-6837-7028

Notice Concerning Changes to Shareholder Benefit Plan

Kirin Holdings Company, Limited (President and COO: Takeshi Minakata; hereafter, “Kirin”) announces that its Board of Directors has resolved at a meeting held today to make the following changes to its shareholder benefit plan.

(1) Purpose of the Change

As a manufacturer of consumer goods, Kirin believes that its shareholder benefit program is a means of returning profits to its shareholders that leads to increased corporate value. Kirin has decided to change its shareholder benefit plan with the aim of further strengthening the bond between the Kirin and its shareholders and to encourage more shareholders to continue to hold Kirin’s shares over the medium to long term.

Kirin considers shareholder returns, including dividends, to be one of the most important management issues. Kirin will continue to aim for stable and substantial shareholder returns.

(2) Details of Change

Kirin will provide more substantial benefits to shareholders who have continuously held its shares over the medium to long term.

- Introduction of one-year continuous holding period requirement
- Introduction of a gradient of preferential treatment based on the length of continuous holding period
- Addition of "premium benefits" (lottery) for shareholders who have held shares for three years or more
- Newly established special benefit plan for shareholders who have held 3,000 or more shares for at least three years

<1> Details of the current shareholder benefit plan

Continuous holding period	Number of shares held	Benefits
-	100 shares or more but less than 1,000 shares	1,000 yen equivalent
-	1,000 shares or more	3,000 yen equivalent

<2> Details of the shareholder benefit plan after the change

Continuous holding period	Number of shares held	Benefits	
Less than one year	100 shares or more but less than 1,000 shares	Discontinued	
	1,000 shares or more		
More than one year but less than three years	100 shares or more but less than 1,000 shares	500 yen equivalent	
	1,000 shares or more	1,000 yen equivalent	
More than three years	100 shares or more but less than 1,000 shares	2,000 yen equivalent	In addition to the benefits listed on the left, Kirin plans to offer special products and discount services as "Premium Benefits" by drawing lots.
	1,000 shares or more but less than 3,000 shares	4,000 yen equivalent	
	3,000 shares or more	6,000 yen equivalent	

*Specific details of the benefits will be announced around March 2025.

(3) **Eligible shareholders**

The record date is the last day of December of each year, and shareholders who have continuously held 100 or more shares for at least one year are eligible for this program among shareholders registered in the Kirin's shareholder registry. Shareholders who have continuously held 100 or more shares for one year or more are defined as shareholders who have been listed or recorded as holding 100 or more shares five or more consecutive times under the same shareholder number in the Kirin's shareholder registry as of the last day of March, June, September, and December.

(4) **Date of change**

The new system will be applied from the shareholder benefit plan with a record date of the last day of December 2024.

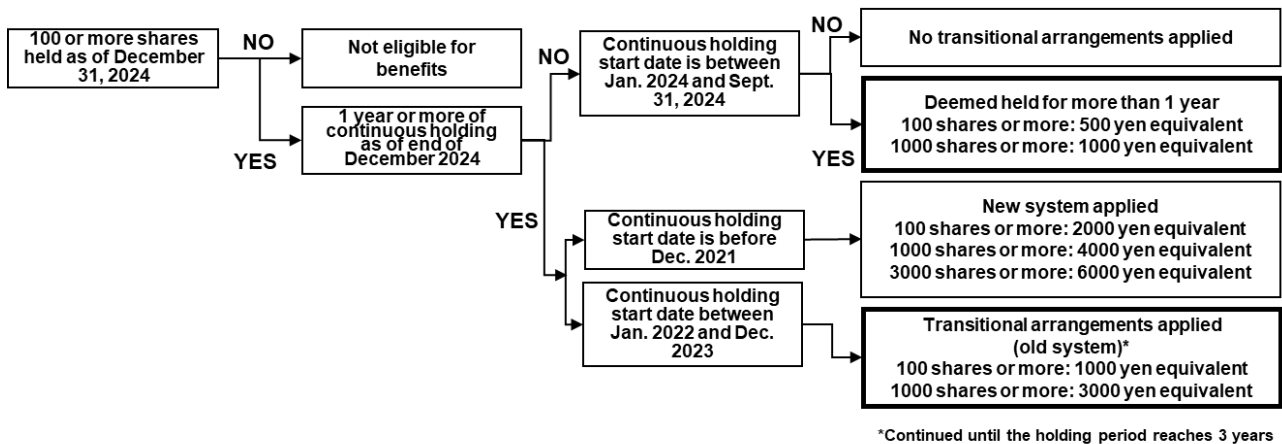
However, only shareholders who have purchased 100 or more shares of Kirin's shares between January 2024 and September 30, 2024 will be considered to have held Kirin' shares for one year and will be offered the benefits of the new system, even if their continuous holding period is less than one year as of the record date on the last day of December 2024.

(5) Transitional Period

Shareholders who have held shares for more than one year but less than three years as of the record date of December 31, 2024 will be provided with benefits based on the current system until their holding period reaches three years (up to the end of December, 2025), with a transitional period to the new system.

- END -

<Flowchart of benefits with a record date of December 31, 2024>.



<FAQ>

Q: Are there any procedures or applications that shareholders need to deal with as a result of the change in the benefits program?

A: No action is required on the part of shareholders.

Q: When will we know the specifics of the shareholder benefit with a record date of the last day of December 2024?

A: The information will be posted on our website and mailed to shareholders around March 2025.

Q: What exactly do you consider "premium benefits"?

A: We plan to offer special products or discount services of our group to shareholders who have continuously held 100 or more shares of our company's shares for three years or more by drawing lots.

Q: What happens if I buy new shares or sell some of my shares?

A: The shareholder special benefit program is offered to shareholders who hold 100 or more shares of the Company's shares as recorded in the Company's shareholder registry with the last day of December of each year as the record date.

Of these, shareholders who have continuously held 100 or more shares for at least one year are eligible. Purchase additional shares during the term or sold, depending on the number of shares held as of the end of December each year and the number of years of continuous ownership of 100 or more shares, target preferential items will be provided.

<Contact>

-For inquiries regarding changes to the shareholder benefit plan, please contact:

Kirin Holdings Company, Limited Shareholders' Benefit Office

Phone 0120-848-025 (toll free)

(Office hours: 9:00 to 17:00 except Saturdays, Sundays and national holidays)

-The date of commencement of the continuous holding of our shares (the time of purchase of shares):

Transfer Agent Department, Mitsubishi UFJ Trust and Banking Corporation

Phone 0120-232-711 (toll free)

(Office hours: 9:00-17:00 except Saturdays, Sundays and national holidays)