



# KIRIN HOLDINGS COMPANY, LIMITED

## SUMMARY OF CONSOLIDATED FINANCIAL RESULTS

### FOR THE YEAR ENDED DECEMBER 31, 2014 (UNDER JAPANESE GAAP)

#### (UNAUDITED)

February 12, 2015

(English Translation)

Fiscal year ended December 31, 2014

#### KIRIN HOLDINGS COMPANY, LIMITED

NAKANO CENTRAL PARK SOUTH, 10-2, Nakano 4-chome, Nakano-ku, Tokyo, Japan (URL <http://www.kirinholdings.co.jp/english/>)

Code No.:	2503
Shares Listed:	Tokyo, Nagoya, Sapporo and Fukuoka
Representative:	Mr. Senji Miyake, President
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Scheduled date of general meeting of shareholders held:	March 27, 2015
Commencement date of dividend distribution scheduled:	March 30, 2015
Submission date of securities report scheduled:	March 27, 2015
Preparation of supplementary documents to the financial results:	Yes
Holding of financial results presentation (for institutional investors and analysts):	Yes

## 1. Consolidated business results and financial position for the current fiscal year (January 1, 2014 - December 31, 2014)

[Unit: Japanese yen (¥)]

(1) Results of operations:

(Fractions less than ¥1 million have been omitted.)

(Percentage change compares current results with those of the same period of the previous year.)

	Sales (¥ millions)	Percentage change (%)	Operating income (¥ millions)	Percentage change (%)	Ordinary income (¥ millions)	Percentage change (%)
Fiscal year ended						
December 31, 2014	2,195,795	(2.6)	114,549	(19.8)	94,211	(28.7)
December 31, 2013	2,254,585	3.1	142,818	(6.7)	132,134	(4.6)

Note: Comprehensive income	December 31, 2014	¥112,364 million	[(52.8)%]
	December 31, 2013	¥237,894 million	[32.2%]

	Net income (¥ millions)	Percentage change (%)	Net income per share (Basic) (¥)	Net income per share (Diluted) (¥)	Ratio of net income to shareholders' equity (%)	Ratio of ordinary income to total assets (%)	Ratio of operating income to sales (%)
Fiscal year ended							
December 31, 2014	32,392	(62.2)	35.27	35.24	3.0	3.2	5.2
December 31, 2013	85,656	52.4	90.76	90.73	8.5	4.5	6.3

Reference: Equity in earnings of affiliates	December 31, 2014	¥2,925 million
	December 31, 2013	¥1,643 million
Normalized EBITDA	December 31, 2014	¥273.1 billion [(9.4)%]
	December 31, 2013	¥301.4 billion [(1.9)%]
Normalized EPS	December 31, 2014	¥118 [(3.3)%]
	December 31, 2013	¥122 [4.3%]

For details of definitions and computation methods for the above indicators, please refer to "BUSINESS PERFORMANCE" on page 2.

(2) Financial position:

	Total assets	Net assets	Ratio of equity to total assets	Net assets per share
	(¥ millions)	(¥ millions)	(%)	(¥)
As of				
December 31, 2014	2,965,868	1,335,711	37.2	1,207.43
December 31, 2013	2,896,456	1,300,726	37.1	1,157.66
Reference: Equity	December 31, 2014	¥1,101,833 million		
	December 31, 2013	¥1,075,861 million		

(3) Cash flows:

	Cash flows from operating activities (¥ millions)	Cash flows from investing activities (¥ millions)	Cash flows from financing activities (¥ millions)	Cash and cash equivalents at end of period (¥ millions)
Fiscal year ended December 31, 2014	155,247	(139,397)	(80,701)	40,730
Fiscal year ended December 31, 2013	205,517	85,526	(272,357)	105,472

2. Dividends

	Annual dividends				
	First quarter (¥)	Second quarter (¥)	Third quarter (¥)	Year-end (¥)	Total (¥)
Fiscal year ended December 31, 2013	—	18.00	—	18.00	36.00
Fiscal year ended December 31, 2014	—	19.00	—	19.00	38.00
Fiscal year ending December 31, 2015 (Forecast)	—	19.00	—	19.00	38.00

	Total amount of dividends (¥ millions)	Dividend pay-out ratio (%)	Ratio of dividends to shareholders' equity (%)
Fiscal year ended December 31, 2013	33,745	39.7	3.4
Fiscal year ended December 31, 2014	34,691	107.8	3.2
Fiscal year ending December 31, 2015 (Forecast)		86.7	

Reference: Dividend pay-out ratio calculated using normalized EPS

December 31, 2015 (Forecast)	31.4%
December 31, 2014	32.2%

### 3. Forecast consolidated business results for the next fiscal year (January 1, 2015 - December 31, 2015)

(Percentage change compares forecast results with those of the same period of the previous year.)

	Sales (¥ millions)	Percentage change (%)	Operating income (¥ millions)	Percentage change (%)	Ordinary income (¥ millions)	Percentage change (%)
Six months ending June 30, 2015	1,090,000	3.2	43,000	(14.4)	—	—
Fiscal year ending December 31, 2015	2,270,000	3.4	117,000	2.1	100,000	6.1

	Net income (¥ millions)	Percentage change (%)	Net income per share (¥)
Six months ending June 30, 2015	—	—	—
Fiscal year ending December 31, 2015	40,000	23.5	43.83

Reference: Normalized EBITDA December 31, 2015 (Forecast) ¥276.0 billion [1.0%]  
Normalized EPS December 31, 2015 (Forecast) ¥121 [2.5%]

Note: The Company estimates ordinary income and net income for fiscal year ending December 31, 2015 only. Therefore, the disclosed forecast business results for the six months ending June 30, 2015 comprise forecast sales and operating income only.

## \* Notes

- (1) Changes in significant subsidiaries during the period (Changes in specified subsidiaries accompanying change in scope of consolidation.): None

Newly included: —

Excluded: —

- (2) Changes in accounting policies, changes in accounting estimates, and restatements

- |   |      |
|---|------|
| i. Changes in accounting policies due to amendment of accounting standards: | Yes  |
| ii. Changes in accounting policies due to other reasons:                    | None |
| iii. Changes in accounting estimates:                                       | None |
| iv. Restatements:   | None |

Note: For details, please refer to “(5) NOTES TO CONSOLIDATED FINANCIAL STATEMENTS (CHANGES IN ACCOUNTING POLICIES, CHANGES IN ACCOUNTING ESTIMATES, AND RESTATEMENTS)” on page 23 of the Attached Materials.

- (3) Number of shares outstanding (common stock)

- |   |                    |
|---|--------------------|
| i. Number of shares outstanding at the end of the period (including treasury stock) |                    |
| As of December 31, 2014   | 965,000,000 shares |
| As of December 31, 2013   | 965,000,000 shares |
| ii. Number of treasury stock at the end of the period                               |                    |
| As of December 31, 2014   | 52,452,089 shares  |
| As of December 31, 2013   | 35,659,435 shares  |
| iii. Average number of shares during the period                                     |                    |
| For the fiscal year ended December 31, 2014   | 918,517,717 shares |
| For the fiscal year ended December 31, 2013   | 943,727,171 shares |

Note: For the number of shares as a basis of calculating net income per share (consolidated), please refer to “PER SHARE INFORMATION” on page 29.

**1. Non-consolidated business results and financial position for the current fiscal year  
(January 1, 2014 - December 31, 2014)**

## (1) Results of operations:

(Percentage change compares current results with those of the same period of the previous year.)						
	Sales	Percentage change	Operating income	Percentage change	Ordinary income	Percentage change
	(¥ millions)	(%)	(¥ millions)	(%)	(¥ millions)	(%)
Fiscal year ended						
December 31, 2014	83,516	41.4	74,379	54.5	70,536	64.8
December 31, 2013	59,043	(38.4)	48,134	(32.0)	42,807	(34.1)

  

	Net income	Percentage change	Net income per share (Basic)	Net income per share (Diluted)
	(¥ millions)	(%)	(¥)	(¥)
Fiscal year ended				
December 31, 2014	69,935	(19.3)	76.14	—
December 31, 2013	86,621	32.9	91.79	—

## (2) Financial position:

	Total assets	Net assets	Ratio of equity to total assets	Net assets per share
	(¥ millions)	(¥ millions)	(%)	(¥)
As of				
December 31, 2014	1,908,074	998,216	52.3	1,093.88
December 31, 2013	1,917,213	983,175	51.3	1,057.93

  

Reference: Equity	December 31, 2014	¥998,216 million
	December 31, 2013	¥983,175 million

## \* Explanation regarding performance of audit procedures

This summary of consolidated and non-consolidated financial results is not subject to the audit procedures in accordance with the Financial Instruments and Exchange Law of Japan. At the time of disclosure of this summary of consolidated and non-consolidated financial results, the audit procedures in accordance with the Financial Instruments and Exchange Law of Japan are incomplete.

## \* Information about proper usage of forecast business results, and other special instructions

- (1) The statements concerning future performance that are presented in this document are based on judgments using information available to Kirin Holdings and the Kirin Group as of the release date of this material. Certain risks and uncertainties could cause the results of Kirin Holdings and the Kirin Group to differ materially from any projections presented herein. These risks and uncertainties include, but are not limited to, the economic circumstances surrounding the Company's businesses, market trends, and exchange rates.
- (2) The Company will post the Supplementary Documents to the Financial Results today, Thursday, February 12, and will post the presentation materials from the financial results presentation to be held on Friday, February 13, the presentation content (video) and the main Q&A at the meeting as soon as possible on the Company's website.  
(URL of the Company's website)  
<http://www.kirinholdings.co.jp/english/ir/event/explain/index.html>

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## 1. BUSINESS RESULTS AND FINANCIAL POSITION

### (1) BUSINESS PERFORMANCE

During the consolidated fiscal year, looking at the global economy, whereas the economies of some developed countries, particularly the United States, were steady, global demand was sluggish, with concerns about the future of the European economy and the slowdown in the pace of growth in China and other emerging nations serving as signs of an overall moderate slowdown.

Amid these global economic trends, Japan's economy showed signs of improvement in employment, but the consumption tax hike in April caused a substantial disparity in personal consumption in the months before and after its implementation, and subsequently recovery in demand stalled.

The Kirin Group carried out its "brand centered management," based on the Kirin Group Medium-term Business Plan 2013-2015 for fulfilling the Kirin Group Vision 2021 (KV2021), Kirin's long-term business framework adopted in 2012, and individual businesses undertook measures to achieve autonomous growth. In Japan, Kirin made efforts to return the Japan Integrated Beverages Business to a growth track by further enhancing the strategic allocation of resources to nurture robust product brands, continually create new value for consumers, and raise the corporate brand value. In the Overseas Integrated Beverages Business, regional headquarters worked to generate results by responding autonomously and promptly to environmental changes in their respective markets.

Consolidated sales and consolidated operating income during the fiscal year decreased compared to the previous fiscal year due to declines in sales volume of beer and soft drinks in the Japan Integrated Beverages Business, the effects from the drug price revisions in the pharmaceuticals business, and the removal of Kirin Kyowa Foods Company Limited (currently MC Food Specialties Inc.) from consolidated accounting as of the third quarter of the previous fiscal year. Consolidated ordinary income also declined, and consolidated net income for the fiscal year was down sharply compared to the same period of the previous year when gains from the sale of investment securities in conjunction with the sale of Frazier and Neave, Limited shares were reported.

#### Kirin Holdings Company, Limited 2014 results:

Consolidated sales	¥2,195.7 billion, down 2.6%
Consolidated operating income	¥114.5 billion, down 19.8%
Consolidated ordinary income	¥94.2 billion, down 28.7%
Consolidated net income	¥32.3 billion, down 62.2%
(Reference)	
Normalized EBITDA*	¥273.1 billion, down 9.4%
Normalized EPS*	¥118, down 3.3%

\* Normalization: Removing special income and expenses and other non-operating items to reflect actual earnings more accurately.

Normalized EBITDA = Operating income + Depreciation + Amortization of goodwill + Dividends received from entities accounted for by the equity method

Normalized EPS = Adjusted net income/Average number of shares outstanding during period

Adjusted net income = Net income + Amortization of goodwill etc. ± Special income or expenses after income taxes and minority interests

Note that normalized EBITDA has been rounded down to the nearest ¥100 million, and normalized EPS has been rounded to the nearest ¥1.

To provide further returns to shareholders, the Kirin Group implemented an own-share repurchase by means of a Tender Offer. Approximately 15.99 million shares were acquired from tendering shareholders, including major shareholders, for a total purchase price of approximately 19.7 billion yen in May. In addition, Kirin Holdings Company, Limited changed the number of shares constituting one unit share from 1,000 shares to 100 shares effective April 1 in order to expand investment opportunities for individual investors and increase the liquidity of shares.

Results by segment are as follows.

### **Japan Integrated Beverages Business**

In the Japanese beer and soft drinks markets, the consumption tax rate hike in April dampened demand and unseasonable summer weather pushed down consumption, causing the overall markets to contract, and the business environment remained adverse.

While responding to these changes in the environment, resources were strategically allocated in a manner that goes beyond the alcohol beverage and soft drink frameworks under the leadership of Kirin Company, Limited, a regional headquarters company, and individual companies devoted their efforts to developing strong product brands centered on flagship brands and creating new value for consumers. Kirin Brewery Company, Limited took measures with strengthening its flagship *Kirin Ichiban Shibori* brand as its highest priority. It made efforts to enhance brand value by maximizing consumer touch points and continuing emphasis of its commitment to *Kirin Ichiban Shibori* production methods and the luxury of the brand. In the *happo-shu* (low-malt beer) genre, *Tanrei Platinum Double*, which has 0.00 purine<sup>1</sup> and 0 sugar<sup>2</sup>, was launched in September under the Tanrei brand, and sales reached 2.7 million cases<sup>3</sup>, more than double the initial target, and *Tanrei Platinum Double* became a hit product that responds to rising health consciousness. Measures were taken to strengthen the presence of *Kirin Nodogoshi Nama*, the leading brand<sup>4</sup> in the new genre category, including a product update, new advertisements, and sales of seasonal offers, but sales volume declined amidst fierce competition. An increase in the sales volume of *Kirin Ichiban Shibori* was achieved as a result of the focus of resources on core brands through a process of “selecting and focusing,” but the downward trend in overall sales volume could not be reversed, and sales competition intensified due to the decrease in demand following the consumption tax rate increase, causing total beer sales volume to fall year on year. In contrast, sales of *Kirin Hyoketsu* and *Kirin Honshibori™ Chuhaï* RTD<sup>5</sup> products remained strong, and furthermore, *Kirin Chuhaï Bitters*, which was launched in June, achieved sales of 3.33 million cases<sup>6</sup>, more than three times the initial target. As a result, total sales volume of RTD products were up sharply from the previous year. A decision was also made to enter the craft beer<sup>7</sup> market as a means of creating new value for consumers, and the Spring Valley Brewery Project was launched to create and expand the craft beer market in Japan. Development of finished products was conducted while making reference to consumer opinions from sales of limited quantities of prototype products with a full-scale start scheduled for the spring of 2015.

Mercian Corporation faced intense competition from other companies as the wine market expanded, and was able to increase its total sales volume. Measures to reinforce its brands included the January opening of the Château Mercian Tokyo Guest Bar, a concept shop that conveys the appeals of *Château Mercian*, a representative Japanese wine brand made from 100% Japanese grapes. The shop attracted approximately 45,000 consumers in one year. Mercian also implemented measures to reinforce its core *Franzia*, *Frontera* and *Oishii-sankaboshizai-mutenka Wine* brands.



The sales volume of Kirin Beverage Company, Limited's flagship *Kirin Gogo-no-Kocha* brand was flat from the previous year. Under the *Kirin Sekai no Kitchen Kara* brand, which Kirin Beverage focused its efforts on developing as a second pillar of business following *Kirin Gogo-no-Kocha*, sales volume of the leading Salt & Litchi was up year on year. Kirin Beverage also made efforts to increase sales of the *Kirin Mets COLA*, a food for specified health uses, but the cola market within the specified health use food segment could not be expanded, and sales volume was down. In November, *Kirin Bekkaku*, a premium brand that straddles the green tea, coffee, soft drink, and oolong tea categories with high-price products, was launched using select, gourmet ingredients and meticulous attention to production methods as a means of creating new value for consumers, and the brand has been well received. Unseasonable summer weather caused the overall market to contract, and competition with other companies, particularly for Japanese tea and other products, was fierce, resulting in a year-on-year decrease in total soft drink sales volume. Inter-company initiatives included the start of full-scale operation in April of the Kirin Beverage Shiga Plant, which was newly established by adding new manufacturing lines for small PET bottle products to the existing PET bottle manufacturing line at the Kirin Brewery Shiga Plant site, advancing cost reduction by increasing self-manufacturing rate and enhancing logistics efficiency. As a result, beer and soft drink sales volume declined while sales expenses increased, and sales and operating income were both down.

1 Less than 0.005 mg of purines per 100 ml is indicated as "0.00 purines."

2 According to nutritional labeling standards.

3 Converted to large bottles.

4 Based on the taxed quantity shipped of "Other miscellaneous liquors (2)" in 2005, and "Other brewed liquors (*carbonated*) (1)" in 2006–2014.

5 RTD liquors are packaged low-alcohol beverages sold in a prepared "ready-to-drink" form.

6 Converted to 250ml x 24 cans.

7 Kirin uses the term craft beer to mean a beer that exhibits the personality of the brewer, as well as an attention to detail, and that encourages enjoyment based on the beer's unique taste and individuality.

Japan Integrated Beverages Business 2014 results:

Consolidated sales	¥1,152.9 billion, down 2.3%
Consolidated operating income	¥48.1 billion, down 22.4%

### **Overseas Integrated Beverages Business**

While the Australian economy continued to recover at a moderate pace consumer confidence remains low and spending sluggish, creating difficult market conditions across the FMCG sector.

As the Australian beer market continues to contract, Lion's Beer, Spirits and Wine business reported lower sales volumes overall, but ongoing efforts were made to bolster core brands and increase sales of growing high value categories such as craft, contemporary, mid-strength and international premium. Lion's leading craft brand, *James Squire*, over-indexed growth in the craft segment – the fastest growing segment of the beer market – and its portfolio of international premium brands continued to benefit from Lion's leading in-market execution, showing strong growth during the year. In Lion's Dairy and Drinks business conditions remain challenging with sales volumes in decline. In addition, the high cost of raw materials intensified margin pressure and Lion continued to take company-wide measures to reduce costs further. In response to these challenges Lion Dairy and Drinks implemented a new three-year

turnaround strategy with a focus on its most profitable growth segments, brands, customers and channels, a health and wellness portfolio positioning and strategic milk procurement – supported by a new organizational structure. Lion's Dairy and Drinks business leads the market across high value and growing segments such as milk-based-beverages, yoghurt and specialty cheese, which are benefiting from renewed focus and investment. Lion's milk-based-beverages grew value during the year, with a particularly strong performance from market leader *Dare*, which posted double digit volume and value growth across grocery and the convenience channel.

The Brazilian economy entered into an economic slowdown due to sluggish domestic demand against a backdrop of high inflation rates, combined with weak overseas demand, and it continued to be a difficult market environment.

Brasil Kirin endeavored to maximize the market presence of its core *Schin* beer brand, but competition with other companies remained intense throughout the year. A fierce price war developed among rival companies when the soccer World Cup was held in June and July. The effects persisted even after the close of the World Cup, and beer sales volume was down year on year. The soft drinks sales volume overall was also down year on year despite Brasil Kirin taking measures to bolster its core brands, particularly *Schin* carbonated beverages. Under this difficult market environment, Brasil Kirin launched locally-produced *Kirin Ichiban* in March and made other efforts to increase sales of high-price beer with the aim of building a strong brand portfolio. Brasil Kirin also worked to create new value for consumers by expanding the sales territories of *KIRIN fibz*, a carbonated beverage with dietary fiber produced using Japanese know-how, to urban areas with high interest in functional health foods.

As a result, sales in the Oceania Integrated Beverages Business were up, but operating income was down due to lower sales volumes and substantial effects from higher raw materials costs in the dairy and drinks business. Brasil Kirin's sales volume was down, but thanks to the effects from higher prices, sales and operating income were up. Sales and operating income were also up in the Other Overseas Integrated Beverages Business as a whole.

Oceania Integrated Beverages Business 2014 results:

Consolidated sales	¥470.1 billion, up 0.4%
Consolidated operating income	¥27.5 billion, down 4.2%

Other Overseas Integrated Beverages business 2014 results:

Consolidated sales	¥223.0 billion, up 2.8%
Consolidated operating income	¥3.6 billion, up 94.4%

### **Pharmaceuticals and Bio-chemicals Business**

In the pharmaceuticals business, Kyowa Hakko Kirin Co., Ltd. reported lower domestic sales compared to the previous year as a result of effects from the drug price revisions implemented in April and other factors. Sales of *NESP*®, a core product used to treat renal anemia, were firm, but sales of *ALLELOCK*® anti-allergy agent and *Patanol*® anti-allergy eye drops were affected by lower airborne pollen counts. Sales of *ALLELOCK*® were also impacted by the drug price revisions and market penetration of generics. Kyowa Hakko Kirin executed three development alliance agreements concerning tumor immunotherapy for solid cancers with the aim of maximizing the value of the global strategic product KW-0761 (sold in Japan under the brand name *POTELIGEO*®), a humanized monoclonal antibody directed against CCR4. Pharmaceutical exports were solid, but technology licensing revenues were down from the previous year,

and total sales declined. Overseas, sales of ProStrakan Group plc's main products were brisk. In August, Kyowa Hakko, acting through ProStrakan Group plc, acquired Archimedes Pharma Limited of the U.K., which has strengths in the pain, cancer, and critical care\* fields, to expand its overseas business foundations with the aim of becoming a global specialty pharmaceutical company.

In the bio-chemicals business, Kyowa Hakko Bio Co., Ltd. reported steady sales of drug substances in the pharmaceutical and medical segment as well as firm mail-order sales of *Ornithine* and other products in the healthcare products segment. However sales of beverage and food raw materials were sluggish because of unseasonable summer weather and remained flat from the previous year. Overseas sales rose year on year, due partly to the depreciation of the yen.

As a result, sales in the Pharmaceuticals and Bio-chemicals Business were down due to effects from domestic drug price revisions and other factors. In addition, R&D expenses increased, causing operating income to decline.

\* Critical care is intensive care for patients facing threats to life due to serious illness.

Pharmaceuticals and Bio-chemicals Business 2014 results:

Consolidated sales	¥325.1 billion, down 1.9%
Consolidated operating income	¥38.8 billion, down 28.5%

### **Other Businesses**

Koiwai Dairy Products Company, Limited, focused on activities to expand consumer touch points with its core product, *Koiwai Yogurt made from 100% fresh milk*, and sales were up sharply year on year. The company was affected by changes in exchange rates with regard to imported raw materials and rising prices for domestic raw materials, but the higher sales volume and measures such as switching to different raw materials were able to cover the increases.

As a result, sales and operating income of Koiwai Dairy Products increased, but sales and operating income in the Other Businesses overall were down due in part to the removal of Kirin Kyowa Foods from the scope of consolidation.

Other Businesses 2014 results:

Consolidated sales	¥24.5 billion, down 57.6%
Consolidated operating income	¥3.0 billion, down 17.8%

### **Outlook for 2015**

In fiscal 2014, the Kirin Group strove to resume growth in the Japan Integrated Beverages Business through enhancing and fostering brands and create results in the Overseas Integrated Beverages Business by quickly responding to environmental changes. However, sales volumes in Japan and Brazil continued to fall below plans, and the gap in the pace of growth from that anticipated in the Medium-Term Business Plan for the Group as a whole continued to expand. With the need to course correct in order to carry out KV2021, strategies for Japan and Brazil were formulated during the period based on a medium-term perspective.

Fiscal 2015 is the final year of the Kirin Group Medium-Term Business Plan 2013-2015, and the plan for Fiscal 2015 will also be implemented as year zero for the next medium-term business plan that will begin in 2016, while the strategies for Japan and Brazil being taken into account. To make the plan even more effective, group management organizational structures will be modified. Under the new organizational structures, executive officer systems will be introduced at Kirin Holdings and Kirin Company, and by having executive officers serve both companies, an executive structure that can carry out consistent and dynamic management at both companies will be established, enabling growth in the Japan Integrated Beverages Business, the highest priority challenge of the Group, to be speedily addressed. Executive officers responsible for Brasil Kirin and Southeast Asia will be appointed within Kirin Holdings to oversee and support high-priority business matters. Under the new management organizational structures, Kirin Holdings, which is the group headquarters, and regional headquarters companies will work with a greater sense of integration to reinforce each business.

In addition to initiatives for addressing the various issues facing each business, CSV\* will be practiced as the core of group management strategy in order to realize sustainable growth. Through its diversity, technical capabilities, and deep insight into consumers and society, the Kirin Group will create social value by developing innovative products and services and tackling the issues of “strengthening bonds between people and society”, “well-being” and so forth. In order to promote further diversity the Kirin Women's Network 2021, a women's empowerment project with a goal of tripling the number of female managers by 2021, will continue to expand. Through using its businesses to engage in these societal issues, the Kirin Group will improve its brand appeal and competitive position, thereby driving growth.

\* Creating Shared Value (CSV) is a management concept that combines two ideas: engaging in societal issues to create social value, and improving a company's competitive position.

#### Consolidated Earnings Forecasts for the Fiscal Year 2015

	2Q*		Full year	
	Forecast	YoY change (%)	Forecast	YoY change (%)
Consolidated sales	¥1,090.0 billion	3.2%	¥2,270.0 billion	3.4%
Consolidated operating income	¥43.0 billion	(14.4)%	¥117.0 billion	2.1%
Consolidated ordinary income	—	—	¥100.0 billion	6.1%
Consolidated net income	—	—	¥40.0 billion	23.5%
(Reference)				
Normalized EBITDA	—	—	¥276.0 billion	1.0%
Normalized EPS	—	—	¥121	2.5%

\* Kirin only calculates ordinary income and net income forecasts for the full-year, and therefore only forecasts for consolidated sales and consolidated operating income are shown for the six months ending June 30, 2015.

#### **Japan Integrated Beverages Business**

In 2015, measures will be taken with the highest priority on raising market share for beer products, which has declined continuously since 2010. In addition, RTD products, which are performing well, and soft

drinks, which still have plenty of room for growth, will be used as drivers and the steady growth of wine will be used for support to put the Japan Integrated Beverages Business on a growth track. The business will consistently strive to develop strong brands and to obtain consumer support by providing to consumers and society astonishment or inspiration through exceptional quality and flavor. In addition, continued efforts will be made to cut costs so that resources can be created for reinforcing brands. The main challenges for Kirin Brewery Company is making proposals to consumers based on accurate understanding of consumer trends and bolstering organizational capabilities for planning and executing marketing measures including sales promotion. Accordingly, the company will delegate authority so that marketing divisions can improve and exercise their specialized capabilities and make quick decisions. Over the medium-term, consistent brand investment will be made at high levels and core brands will be strengthened and developed with a focus on the *Kirin Ichiban Shibori* flagship brand. Furthermore, the new-genre *Kirin Nodogoshi All Light*, the world's first\* functional beer product with zero sugar, zero purine, and fewer calories, will contribute to the healthy lifestyles of consumers. With regard to the *Spring Valley Brewery* craft beer, Kirin Brewery Company will provide consumers a previously unavailable experience at restaurants attached to microbreweries with the aim of driving the craft beer market. In the continually growing RTD products segment, brands will be further reinforced as a category that supports growth, and the new peach version of *Kirin Hyoketsu*, which is made of Fukushima-produced peaches, will be sold for a limited time as a product for contributing to the development of regional society.

Mercian Corporation will endeavor to develop brands of imported wines, which have relatively low sales volumes compared to the market as a whole. The flagship *Château Mercian* brand will be developed through measures undertaken by a special-purpose, in-house organization. Mercian will exhibit its strengths as a wine corporate group with three functions—manufacturing, import and sales, and winemaking—with the aim of gaining consumer support.

Kirin Beverage Company, Limited will take measures to build and strengthen its category and brand portfolios so that it can achieve sustainable growth from a medium-term perspective. Kirin Beverage will update the *Kirin Gogo-no-Kocha* brand 30 years after its initial launch and expand the black tea category. The *Kirin Sekai no Kitchen Kara* brand will continue to be reinforced and developed as a cross-category brand that provides new value. In addition, in order to comprehensively strengthen product brands in the coffee, sugar free tea, and carbonated beverage categories, which have large market scales, a new product with a high level of carbonation, fruity flavor, and fewer calories that appeals to adults will be launched under the *Kirin Mets* brand in the carbonated beverage category. Kirin Beverage will also strengthen sales of *Kirin Bekkaku*, a premium brand, by expanding its lineup, and use the loosening of food labeling restrictions scheduled for April as an opportunity to develop products in the functional foods area.

\* The world's first (according to Kirin investigations) alcohol beverage with a beer-taste that has zero sugar, zero purine, and fewer calories.

### **Overseas Integrated Beverages Business**

In Oceania, the market environment remains difficult, and in the Beer, Spirits and Wine business, Lion will raise profitability by continuing to reinforce core brands as well as the brands of craft beer, which is a high-growth, high added value category. At the same time, Lion will undertake active measures to invigorate the beer market as a whole, which continues to decline slightly, in order to achieve sustainable growth. In Lion's Dairy and Drinks business, the company is shifting to a business structure that is less

susceptible to changes in raw materials costs. Lion will narrow the scope of its high-priority categories, brands, and products and create simple, waste-free production and logistics systems to cut costs even further. Lion's companywide cost-cutting measures will also be continued.

At Brasil Kirin, the market growth and competitive environment that were the basis of its medium-term plans are no longer in agreement with what conditions are now, and consequently, the company will take measures to carry out strategies more in line with the beer and soft drink business environment and to build the business foundations for achieving this. Over the short term, Brasil Kirin will focus on regions, channels, and products where it has strengths while raising the brand value of its core *Schin* beer brand and working to increase profitability through the effective use of marketing expenditures. The company will also improve its distribution networks, maximize the effects of sales activities, build a strong brand portfolio centered on *Schin*, and take other measures to build and reinforce business foundations from a medium-term perspective.

In Southeast Asia, Kirin Holdings Singapore Pte, Ltd. will work more closely with Kirin Holdings to reinforce its business foundations in the alcohol beverages and soft drinks businesses in the markets of each country and search for new opportunities to achieve business growth.

### **Pharmaceuticals and Bio-chemicals Business**

In the pharmaceuticals business, Kyowa Hakko Kirin Co., Ltd. will continue to prioritize the further strengthening of competitiveness in Japan through category-based strategies and expansion of its business base in the United States, Europe and Asia with the aim of becoming a global specialty pharmaceutical company. In Japan, the company will focus on four categories—nephrology, oncology, immunology/allergy, and the central nervous system—while strengthening the integration of functions from R&D to manufacturing and sales, steadily launching new products from its robust pipelines to market, and building a highly-specialized sales force to maximize sales and earn the trust of the medical community. Kyowa Hakko Kirin has integrated and reorganized its research headquarters and development headquarters to create an integrated organization, from research to development. It will also increase the pace and success rate of R&D, and create new drugs that meet the needs of the medical community and expand their applications to maximize product value. Overseas, with the acquisition of Archimedes, the reinforcement of business foundations in Europe centered on ProStrakan Group is advancing. Going forward, a sales organization in the United States will be established and business foundations in China will be reorganized.

In the bio-chemicals business, Kyowa Hakko Bio Co., Ltd. will address the reinforcement of its earnings base as a priority topic. The company will continue to raise cost competitiveness, build business structures that are not susceptible to effects from changes in exchange rates, and strengthen, restructure, and organize manufacturing sites to respond to increasing global demand for amino acids.

### **Other Businesses**

In the growing cultured milk market, Koiwai Dairy Products Co., Ltd. will further prioritize the allocation of resources into the development of flagship product *Koiwai yogurt made from 100% fresh milk*. The company will raise both the quality and quantity of marketing and PR activities. It will also continue measures to lower manufacturing and logistics costs and to raise profitability.

## **(2) FINANCIAL POSITION**

Total assets as of December 31, 2014 stood at ¥2,965.8 billion, an increase of ¥69.4 billion, or 2.4%, compared to December 31, 2013. Current assets decreased ¥12.9 billion to ¥801.8 billion. Non-current assets increased ¥82.3 billion to ¥2,164.0 billion. Property, plant and equipment increased ¥34.0 billion as a result in part of capital investment and exchange rate effects on overseas subsidiaries, intangible assets increased ¥12.4 billion, and investments and other assets increased ¥35.9 billion due in part to the acquisition of investment securities.

Total liabilities as of December 31, 2014 stood at ¥1,630.1 billion, an increase of ¥34.4 billion, or 2.2%, compared to December 31, 2013. Current liabilities increased ¥124.7 billion to ¥784.6 billion due in part to the issuance of commercial paper, while non-current liabilities decreased ¥90.3 billion to ¥845.4 billion, due in part to the replacement of long-term debt with short-term debt.

Net assets as of December 31, 2014 stood at ¥1,335.7 billion, an increase of ¥34.9 billion, or 2.7%, compared to December 31, 2013. This was in part due to a ¥56.5 billion increase in foreign currency translation adjustments.

Consolidated cash flows were as follows:

### **Cash flows from operating activities**

Net cash provided by operating activities was ¥155.2 billion, a decrease of ¥50.2 billion compared to the previous fiscal year. As a result of gains on the sale of investment securities decreasing ¥46.7 billion, and gains on the sale of property, plant and equipment decreasing ¥15.3 billion, income before income taxes and minority interests decreased ¥79.3 billion, outflows of working capital due to changes in trade notes and accounts receivable, inventory, trade notes and accounts payable, liquor taxes payable and consumption taxes payable increased ¥11.4 billion, and loss on impairment decreased ¥11.3 billion, and also, ¥19.0 billion was placed in trust for employee pension and retirement benefits.

### **Cash flows from investing activities**

Net cash used in investing activities increased ¥224.9 billion to ¥139.3 billion compared to the previous fiscal year. Outflows for the acquisition of property, plant and equipment and intangible assets increased ¥3.0 billion to ¥120.4 billion. Outflows of ¥26.6 billion for the acquisition of marketable securities and investment securities of ¥14.5 billion for the acquisition of shares of subsidiaries resulting in changes in the scope of consolidated were recorded. Meanwhile the sale of property, plant and equipment and intangible assets produced ¥12.9 billion, and the sale of marketable securities and investment securities generated proceeds of ¥1.7 billion.

### **Cash flows from financing activities**

Net cash used in financing activities decreased ¥191.6 billion to ¥80.7 billion compared to the previous fiscal year. Proceeds from long-term debt were ¥67.3 billion and commercial paper inflows increased ¥83.9 billion. Meanwhile, repayment of long-term debt was ¥132.5 billion, cash dividends paid totaled ¥34.0 billion, redemption of bonds was ¥30.0 billion, and acquisition of treasury stock was ¥19.7 billion.

Trends in Kirin Group's cash flow indices are as follows:

	Fiscal year 2012	Fiscal year 2013	Fiscal year 2014
Equity ratio (%)	32.2	37.1	37.2
Equity ratio based on market capitalization (%)	33.0	48.5	46.1
Debt service coverage (%)	489.1	417.9	562.3
Interest coverage ratio (times)	12.1	13.0	10.4

Notes: 1. Equity ratio = Equity / Total assets

2. Equity ratio based on market capitalization = Market capitalization / Total assets

3. Debt service coverage = Interest-bearing liabilities / Operating cash flow

4. Interest coverage ratio = Operating cash flow / Interest expense

\* All indices are calculated from consolidated financial data.

\* Market capitalization = Market price on last trading day of the period x Total shares outstanding at end of period (excluding treasury stock)

\* "Operating cash flow" refers to net cash provided by operating activities in the Consolidated Statements of Cash Flows.

"Interest-bearing liabilities" refer to all liabilities with interest payable recorded on the liabilities section of the Consolidated Balance Sheets. "Interest expense" refers to the interest expense figure recorded in the Consolidated Statements of Cash Flows.

### **(3) BASIC POLICY ON DISTRIBUTION OF PROFITS; DIVIDEND FOR 2014 and FOR 2015**

Kirin views the appropriate distribution of profits to shareholders as a key management issue, and has distributed a dividend to shareholders in every financial period since establishment in 1907. Management believes that shareholders' needs can be met by providing a stable, continuous dividend based in each period on a comprehensive assessment of business performance, the target payout ratio taking real earnings into account, and future capital requirements. Retained earnings will be allocated to business and capital investments that contribute to enhancing future enterprise value. Kirin will also consider opportunities to acquire treasury stock, based on financial flexibility and on the progress made in creating free cash flow.

Based on this policy, with respect to the distribution of surplus funds for 2014, Kirin proposes an interim dividend of ¥19 and a year-end dividend of ¥19 per share—meaning ¥38.0 per share, an increase of ¥2.0 from the previous year. As for the distribution of surplus funds for 2015, as stated in the Kirin Group Medium-term Business Plan 2013-2015, Kirin is aiming for a 30% consolidated payout ratio\* on normalized EPS. As such, the planned full-year dividend for 2015 is ¥38.0 per share.

\* Consolidated payout ratio linked to Kirin's actual earning power, whereby the effects of the amortization of goodwill, etc. and the special income and expenses after income taxes and minority interests are eliminated from net income.



## 2. MANAGEMENT POLICY

### (1) BASIC APPROACH

On October 16, 2012, Kirin announced Kirin Group Vision 2021 (“KV2021”), the Kirin Group’s new long-term business outlook for 2021, along with the Kirin Group Medium-term Business Plan 2013-2015, which marks the first stage in realizing the aims of KV2021. In order to advance business steadily by making the best use of our business foundation—which was expanded globally under KV2015 (formulated in 2006) with an aim for a new trajectory of growth—under KV2021, we will strive to increase corporate value through realizing organic and sustainable growth and world-class management excellence.

### (2) MEDIUM-TERM AND LONG-TERM MANAGEMENT STRATEGIES, AND TARGET MANAGEMENT INDICES

#### Kirin Group Vision 2021

In the pursuit of “brand-centered management,” the Kirin Group will leverage a diversity of “brands & businesses,” “communities & markets” and “people & organizations” to co-create value as the “best partner for consumers in their special life moments,” aspiring to grow together with our customers and society. Kirin will support this vision for growth with a stronger management structure. With Kirin Holdings as global headquarters and core regional headquarters in Japan, Oceania, Brazil and Southeast Asia, the Group’s organization will facilitate making speedy decisions while enabling optimization of the Group performance. Based on this perspective, we will realize the allocation of management resources and the creation of synergies. Furthermore, based on our global common values (known as “One Kirin” Values: “Passion and Integrity”), we will also build stronger links within and between Kirin’s diverse businesses and operating regions, and pursue growth as a global corporate citizen.

#### KV2021 Vision

- Help people foster stronger bonds by offering customer-oriented and quality-focused value.
- Build a corporate group where a diversity of people enjoy working and businesses grow with local communities, protecting the environment.
- Develop businesses globally in the field of “Food and Well-being,” with each region pursuing self-sustained growth in a locally optimized way.

#### Kirin Group Medium-term Business Plan 2013-2015

Kirin’s medium-term business plan (MTBP) starting in 2013 is the first stage toward realizing KV2021. Positioned as the “three years for redirecting management toward organic growth,” the plan will achieve increased corporate value by establishing and expanding “brand-centered management” to maintain superior competitive positions.

#### Basic Policy

- Establish and deploy the Kirin Group’s Brand-Centered Management
- Deliver results according to the business stage at which each region is positioned
- Foster competitiveness and powerful brands that help us promote the further growth of Japan Integrated Beverages Business

#### Quantitative Targets

- Mid single-digit CAGR in normalized EBITDA
- High single-digit CAGR in normalized EPS

Forecasts of CAGR based on the FY 2015 business plan are -3.5% for normalized EBITDA and 1.1% for normalized EPS.

#### Quantitative Guidance

- 2015 Group consolidated sales ¥2,270 billion plus; operating income ¥117 billion plus

Quantitative guidance above has been set in line with the business plan for FY 2015, the final year of the medium-term business plan. Quantitative guidance was previously set at consolidated sales of at least ¥2,300 billion and operating income of at least ¥170 billion (revised from at least ¥180 billion at the time of FY 2013 settlement to at least ¥170 billion).

### **3. BASIC RATIONALE FOR SELECTION OF ACCOUNTING STANDARDS**

The Group is considering applying IFRS from the fiscal year ending December 31, 2017 to enhance the international comparability of its financial information in the capital markets.

#### 4. CONSOLIDATED FINANCIAL STATEMENTS

##### (1) CONSOLIDATED BALANCE SHEETS

(¥ millions)

	As of December 31, 2013	As of December 31, 2014
<b>ASSETS</b>		
Current assets		
Cash and time deposits	113,759	49,450
Notes and accounts receivable, trade	396,113	408,709
Merchandise and finished goods	136,494	161,391
Work in process	34,488	35,670
Raw materials and supplies	54,063	49,203
Deferred tax assets	27,432	29,854
Other	56,297	71,170
Allowance for doubtful accounts	(3,860)	(3,620)
Total current assets	814,788	801,830
Non-current assets		
Property, plant and equipment		
Buildings and structures (Purchase price)	558,431	565,927
Less accumulated depreciation	(335,327)	(336,415)
Buildings and structures (Book value)	223,104	229,511
Machinery, equipment and vehicles (Purchase price)	919,837	958,805
Less accumulated depreciation	(679,032)	(707,275)
Machinery, equipment and vehicles (Book value)	240,804	251,530
Land	186,820	185,516
Construction in progress	74,805	92,008
Other (Purchase price)	182,887	185,574
Less accumulated depreciation	(144,043)	(145,743)
Other (Book value)	38,844	39,830
Total	764,378	798,398
Intangible assets		
Goodwill	649,519	642,470
Other	187,417	206,886
Total	836,936	849,356
Investments and other assets		
Investment securities	376,155	403,467
Net defined benefit asset	—	6,830
Deferred tax assets	44,585	49,380
Other	64,902	61,848
Allowance for doubtful accounts	(5,291)	(5,243)
Total	480,351	516,283
Total non-current assets	2,081,667	2,164,038
Total assets	2,896,456	2,965,868

	As of December 31, 2013	As of December 31, 2014
<b>LIABILITIES</b>		
Current liabilities		
Notes and accounts payable, trade	155,863	160,106
Short-term loans payable and long-term debt with current maturities	118,410	99,096
Commercial paper	—	83,994
Bonds due within one year	30,000	51,832
Liquor taxes payable	82,718	83,400
Income taxes payable	28,429	12,154
Allowance for employees' bonuses	5,571	5,322
Allowance for bonuses for directors and company auditors	266	199
Accrued expenses	114,774	132,235
Other	123,864	156,329
Total current liabilities	659,898	784,671
Non-current liabilities		
Bonds	259,454	209,988
Long-term debt	383,213	359,012
Deferred tax liabilities	71,340	74,865
Deferred tax liability due to land revaluation	1,286	1,286
Employees' pension and retirement benefits	62,461	—
Retirement benefits for directors and company auditors	260	256
Reserve for repairs and maintenance of vending machines	4,238	3,550
Reserve for environmental measures	1,407	1,019
Reserve for loss on litigation	30,711	25,116
Allowance for loss on plants reorganization	3,390	3,304
Net defined benefit liability	—	60,483
Deposits received	62,033	61,212
Other	56,032	45,388
Total non-current liabilities	935,831	845,485
Total liabilities	1,595,729	1,630,157

	As of December 31, 2013	As of December 31, 2014
<b>NET ASSETS</b>		
Shareholders' equity		
Common stock	102,045	102,045
Capital surplus	81,417	81,417
Retained earnings	850,511	848,381
Treasury stock, at cost	(53,903)	(74,797)
Total shareholders' equity	980,071	957,047
Accumulated other comprehensive income		
Net unrealized gains on securities	44,506	49,556
Deferred gains or losses on hedges	128	827
Land revaluation difference	(2,581)	(2,140)
Foreign currency translation adjustments	53,737	110,259
Remeasurements of defined benefit plans	—	(13,716)
Total accumulated other comprehensive income	95,790	144,786
Subscription rights to shares	306	332
Minority interests	224,558	233,544
Total net assets	1,300,726	1,335,711
Total liabilities and net assets	2,896,456	2,965,868

**(2) CONSOLIDATED STATEMENTS OF INCOME AND COMPREHENSIVE INCOME**  
**CONSOLIDATED STATEMENTS OF INCOME**

(¥ millions)

	Fiscal year ended December 31, 2013	Fiscal year ended December 31, 2014
Sales	2,254,585	2,195,795
Cost of sales	1,287,590	1,252,315
Gross profit	966,995	943,480
Selling, general and administrative expenses	824,177	828,930
Operating income	142,818	114,549
Non-operating income		
Interest income	4,429	3,881
Dividend income	2,634	2,532
Equity in earnings of affiliates	1,643	2,925
Other	7,848	6,406
Total	16,555	15,746
Non-operating expenses		
Interest expense	21,351	24,378
Other	5,887	11,707
Total	27,239	36,085
Ordinary income	132,134	94,211
Special income		
Gain on sale of property, plant and equipment and intangible assets	22,729	7,333
Gain on sale of investment securities	46,959	179
Gain on sale of shares of subsidiaries and affiliates	1,793	–
Other	1,744	1,155
Total	73,227	8,668
Special expenses		
Loss on disposal of property, plant and equipment and intangible assets	3,259	3,260
Loss on sale of property, plant and equipment and intangible assets	2,677	728
Loss on impairment	14,017	2,638
Loss on devaluation of investment securities	2	3
Loss on sale of investment securities	187	1,656
Business restructuring expense	9,689	12,048
Loss on applying special taxation measures of foreign subsidiaries	8,422	–
Provision for loss on plants reorganization	3,390	–
Other	6,508	4,664
Total	48,155	25,000
Income before income taxes and minority interests	157,206	77,879
Income taxes - current	59,265	40,240
Income taxes - deferred	(6,007)	(7,220)
Total	53,257	33,019
Income before minority interests	103,948	44,859
Minority interests	18,292	12,466
Net income	85,656	32,392

## CONSOLIDATED STATEMENTS OF COMPREHENSIVE INCOME

(¥ millions)

	Fiscal year ended December 31, 2013	Fiscal year ended December 31, 2014
Income before minority interests	103,948	44,859
Other comprehensive income		
Net unrealized gains on securities	(12,869)	5,682
Deferred gains or losses on hedges	9,427	698
Foreign currency translation adjustments	114,567	47,418
Share of other comprehensive income of entities accounted for by the equity method	22,820	13,704
Total other comprehensive income	133,945	67,504
Comprehensive income	237,894	112,364
Comprehensive income attributable to:		
Owners of the parent	209,231	94,548
Minority interests	28,662	17,815

### (3) CONSOLIDATED STATEMENTS OF CHANGES IN NET ASSETS

Fiscal year ended December 31, 2013

(¥ millions)

	Shareholders' equity					Accumulated other comprehensive income	
	Common stock	Capital surplus	Retained earnings	Treasury stock	Total shareholders' equity	Net unrealized gains on securities	Deferred gains or losses on hedges
Balance at beginning of year	102,045	81,415	796,737	(3,509)	976,689	59,113	(9,298)
Changes of items during the period							
Dividends from surplus			(31,921)		(31,921)		
Net income			85,656		85,656		
Acquisition of treasury stock				(50,417)	(50,417)		
Disposal of treasury stock		1		23	25		
Reversal of land revaluation difference on sale			38		38		
Net changes of items other than shareholders' equity						(14,607)	9,427
Total changes of items during the period	—	1	53,773	(50,394)	3,381	(14,607)	9,427
Balance at end of year	102,045	81,417	850,511	(53,903)	980,071	44,506	128

	Accumulated other comprehensive income			Subscription rights to shares	Minority interests	Total net assets
	Land revaluation difference	Foreign currency translation adjustments	Total accumulated other comprehensive income			
Balance at beginning of year	(2,543)	(75,017)	(27,746)	203	204,754	1,153,901
Changes of items during the period						
Dividends from surplus						(31,921)
Net income						85,656
Acquisition of treasury stock						(50,417)
Disposal of treasury stock						25
Reversal of land revaluation difference on sale						38
Net changes of items other than shareholders' equity	(38)	128,755	123,536	103	19,804	143,444
Total changes of items during the period	(38)	128,755	123,536	103	19,804	146,825
Balance at end of year	(2,581)	53,737	95,790	306	224,558	1,300,726



**Fiscal year ended December 31, 2014**

(¥ millions)

	Shareholders' equity					Accumulated other comprehensive income	
	Common stock	Capital surplus	Retained earnings	Treasury stock	Total shareholders' equity	Net unrealized gains on securities	Deferred gains or losses on hedges
Balance at beginning of year	102,045	81,417	850,511	(53,903)	980,071	44,506	128
Changes of items during the period							
Dividends from surplus			(34,081)		(34,081)		
Net income			32,392		32,392		
Acquisition of treasury stock				(20,898)	(20,898)		
Disposal of treasury stock		(0)		4	4		
Reversal of land revaluation difference on sale			(441)		(441)		
Net changes of items other than shareholders' equity						5,050	698
Total changes of items during the period	—	(0)	(2,129)	(20,894)	(23,024)	5,050	698
Balance at end of year	102,045	81,417	848,381	(74,797)	957,047	49,556	827

	Accumulated other comprehensive income				Subscription rights to shares	Minority interests	Total net assets
	Land revaluation difference	Foreign currency translation adjustments	Remeasurements of defined benefit plans	Total accumulated other comprehensive income			
Balance at beginning of year	(2,581)	53,737	—	95,790	306	224,558	1,300,726
Changes of items during the period							
Dividends from surplus							(34,081)
Net income							32,392
Acquisition of treasury stock							(20,898)
Disposal of treasury stock							4
Reversal of land revaluation difference on sale							(441)
Net changes of items other than shareholders' equity	441	56,522	(13,716)	48,996	26	8,985	58,008
Total changes of items during the period	441	56,522	(13,716)	48,996	26	8,985	34,984
Balance at end of year	(2,140)	110,259	(13,716)	144,786	332	233,544	1,335,711

#### (4) CONSOLIDATED STATEMENTS OF CASH FLOWS

(¥ millions)

	Fiscal year ended December 31, 2013	Fiscal year ended December 31, 2014
Cash flows from operating activities		
Income before income taxes and minority interests	157,206	77,879
Depreciation and amortization	101,126	98,914
Loss on impairment	14,017	2,638
Amortization of goodwill	47,910	49,686
Contribution to retirement benefit trust	—	(19,000)
Interest and dividend income	(7,064)	(6,413)
Equity in losses (earnings) of affiliates	(1,643)	(2,925)
Interest expense	21,351	24,378
Net foreign currency translation loss (gain)	(1,641)	(1,165)
Gain on sale of property, plant and equipment and intangible assets	(22,729)	(7,333)
Loss on disposal and sale of property, plant and equipment and intangible assets	5,230	2,917
Gain on sale of investment securities	(46,959)	(179)
Gain on sale of shares of subsidiaries and affiliates	(1,793)	—
Decrease (increase) in notes and accounts receivable, trade	7,916	(10,886)
Decrease (increase) in inventories	(12,573)	(14,261)
Increase (decrease) in notes and accounts payable, trade	5,482	(270)
Increase (decrease) in liquor taxes payable	(3,833)	580
Increase (decrease) in consumption taxes payable	(5,694)	4,644
Increase (decrease) in deposits received	4,153	7,484
Other	6,816	12,003
Sub-total	267,278	218,690
Interest and dividends received	15,239	14,627
Interest paid	(15,801)	(14,945)
Income taxes paid	(61,199)	(63,125)
Net cash provided by operating activities	205,517	155,247
Cash flows from investing activities		
Payment for purchases of property, plant and equipment and intangible assets	(117,393)	(120,480)
Proceeds from sale of property, plant and equipment and intangible assets	47,476	12,999
Payment for acquisition of marketable securities and investment securities	(4,424)	(26,670)
Proceeds from sale and redemption of marketable securities and investment securities	155,162	1,746
Payment for purchases of shares of subsidiaries	(25,423)	(5)
Payment for acquisition of shares of newly consolidated subsidiaries	(751)	(14,510)
Proceeds from sale of shares of subsidiaries excluded from the scope of consolidation	24,370	364
Other	6,510	7,159
Net cash provided by (used in) investing activities	85,526	(139,397)

(¥ millions)

	Fiscal year ended December 31, 2013	Fiscal year ended December 31, 2014
Cash flows from financing activities		
Increase (decrease) in short-term loans payable	5,851	(7,847)
Increase (decrease) in commercial paper	(77,994)	83,994
Proceeds from long-term debt	12,197	67,313
Repayment of long-term debt	(40,587)	(132,595)
Payment for redemption of bonds	(80,000)	(30,000)
Payment for acquisition of treasury stock	(50,417)	(19,778)
Cash dividends paid	(31,921)	(34,081)
Cash dividends paid to minority shareholders	(6,907)	(6,555)
Other	(2,576)	(1,150)
Net cash used in financing activities	(272,357)	(80,701)
Effect of exchange rate changes on cash and cash equivalents	8,743	109
Net increase (decrease) in cash and cash equivalents	27,430	(64,741)
Cash and cash equivalents at beginning of year	78,041	105,472
Cash and cash equivalents at end of year	105,472	40,730

## **(5) NOTES TO CONSOLIDATED FINANCIAL STATEMENTS**

### **(GOING CONCERN ASSUMPTION)**

There are no matters to report under this item.

### **(CHANGES IN ACCOUNTING POLICIES, CHANGES IN ACCOUNTING ESTIMATES, AND RESTATEMENTS)**

(Application of Accounting Standard for Retirement Benefits)

The Company has applied the Accounting Standard for Retirement Benefits (ASBJ Statement No. 26, May 17, 2012; hereinafter the "Standard") and the Guidance on Accounting Standard for Retirement Benefits (ASBJ Guidance No. 25, May 17, 2012; hereinafter the "Guidance") from the end of the fiscal year ended December 31, 2014 (excluding provisions stated in the article 35 of the Standard and the article 67 of the Guidance). Under the new policy, the method was changed such that plan assets are deducted from retirement benefit obligation and stated as net defined benefit liability, and unrecognized net actuarial gain or loss and unrecognized past service cost are included in the net defined benefit liability. Amounts of plan assets in excess of retirement benefit obligation are stated as net defined benefit asset.

With respect to application of the Standard, the transitional treatment as prescribed in the article 37 of the Standard was applied. As of December 31, 2014, the effect of the change in accounting policy was reflected in remeasurements of defined benefit plans under accumulated other comprehensive income.

As a result of this change, as of December 31, 2014, net defined benefit asset of ¥6,830 million and net defined benefit liability of ¥60,483 million was recorded, while accumulated other comprehensive income decreased by ¥13,716 million.

The effect on per-share data is stated in the relevant section.

### **(ADDITIONAL INFORMATION)**

(Impact of change in corporation tax rate)

Following the promulgation on March 31, 2014 of the "Partial Revision of Income Tax Act, etc." (Act No. 10 of 2014), the special reconstruction corporation tax will not be imposed from the consolidated fiscal years beginning on or after April 1, 2014.

As a result, the statutory tax rate used for the calculation of deferred tax assets and deferred tax liabilities as of December 31, 2014 was changed from 38.0% at the previous fiscal year end to 35.6% for temporary differences expected to be eliminated during the consolidated fiscal year beginning on January 1, 2015.

Additionally, following the promulgation on March 31, 2014 of the "Local Corporation Tax Act" (Act No. 11 of 2014), corporate residential tax rate will be decreased while local corporation tax (national tax) will be imposed from the consolidated fiscal years beginning on or after October 1, 2014.

As a result of these changes, the net amount of deferred tax assets (amount after deduction of deferred tax liabilities) at December 31, 2014 decreased by ¥1,620 million, and remeasurements of defined benefit plans under net assets and income taxes – deferred recorded in the year ended December 31, 2014 increased by ¥19 million and ¥1,640 million, respectively.

(Application of consolidated taxation regime)

Effective from the year ended December 31, 2014, the Company and certain consolidated domestic subsidiaries have applied the consolidated taxation regime.

### **(SEGMENT INFORMATION)**

#### **a. Segment information**

##### **1. Summary of reportable segments**

###### **(1) Method of identifying reportable segments**

The reportable segments of the Kirin Group are constituent units of the Group whose separate financial information is readily available. These segments are periodically examined by the Board of Directors for the purpose of deciding the allocation of management resources and evaluating business results.

The Kirin Group comprises, under a holding company structure, various business companies including Kirin Company, Limited engaging in the "Integrated Beverages-Japan" business, LION PTY LTD engaging in the "Integrated Beverages-Oceania" business, Brasil Kirin Holding S.A., etc. engaging in the "Integrated Beverages-Overseas-other" business, and Kyowa Hakko Kirin Co., Ltd. engaging in the "Pharmaceuticals and Biochemicals" business. Each of these business companies work out a comprehensive strategy applicable to their products and services and carries out their business activities.

Consequently, the Kirin Group has consolidated the companies taking into account the similarities of their economic characteristics, and has identified four reportable segments, namely, "Integrated Beverages-Japan," "Integrated Beverages-Oceania," "Integrated Beverages-Overseas-other," and "Pharmaceuticals and Biochemicals."

###### **(2) Types of products and services classified in each reportable segment**

"Integrated Beverages-Japan" conducts production and sale of alcohol beverages, such as beer, happo-shu (low-malt beer), new genre, whiskey, spirits and soft drinks, and includes businesses such as engineering and logistics.

"Integrated Beverages-Oceania" conducts production and sale of beer, whiskey, spirits, dairy products, fruit juice, and other products, in the Oceania region.

"Integrated Beverages-Overseas-other" conducts production and sale of beer, soft drinks, and other products, in overseas other than the Oceania region.

"Pharmaceuticals and Biochemicals" conducts production and sale of pharmaceutical products, biochemical products, and other products.

"Integrated Beverages-Japan" includes certain overseas companies.

##### **2. Basis of measurement of sales, income or loss, assets and other items by reportable segment**

The accounting method for the business segments that are reported is generally the same as the method for preparing the consolidated financial statements.

The income figures stated in the reportable segments are based on operating income.

The inter-segment sales or the inter-segment figures are based on actual market prices.

## 3. Information about sales, income or loss, assets and other item amounts by reportable segment

(¥ millions)

Fiscal year ended December 31, 2013							
	Reportable Segment					Adjustment (Note 2)	Amount recorded in the consolidated financial statements (Note 3)
	Integrated Beverages			Pharmaceuticals and Bio-chemicals	Others (Note 1)		
	Japan	Oceania	Overseas -other				
Sales							
Unaffiliated customers	1,180,175	468,363	216,891	331,377	57,778	—	2,254,585
Inter-segment	10,246	88	205	9,233	2,787	(22,562)	—
Total sales	1,190,421	468,452	217,096	340,611	60,565	(22,562)	2,254,585
Segment income	62,112	28,788	1,884	54,337	3,749	(8,054)	142,818
Segment assets	792,641	780,171	619,647	714,358	35,859	(46,222)	2,896,456
Other items							
Depreciation and amortization	38,140	20,289	17,346	21,592	3,102	656	101,126
Amortization of goodwill	2,502	30,398	5,972	8,725	311	—	47,910
Investments in equity-method affiliates	4,004	4,831	166,558	39,296	503	—	215,195
Increase of property, plant and equipment and intangible assets	27,672	33,348	23,871	33,653	1,216	1,655	121,418

## Notes

1. "Others" includes food business, such as seasonings, dairy products, and others.
2. The adjustments are as follows:
  - (1) The negative ¥8,054 million adjustment in segment income includes ¥1,280 million in inter-segment eliminations and negative ¥9,335 million in corporate expenses not attributable to any reportable segment. The corporate expenses are mainly group administrative expenses due to the Company's transfer to a pure holding company.
  - (2) The negative ¥46,222 million adjustment in segment assets includes negative ¥319,357 million in inter-segment asset and liability eliminations, and ¥273,135 million in corporate assets not attributable to any reportable segment. Corporate assets mainly consist of surplus funds (cash and time deposits), long-term investments (investment securities) of the Company, and assets which belong to the administrative department of the Company, a pure holding company.
  - (3) The ¥656 million adjustment in depreciation and amortization mainly consists of depreciation and amortization of corporate assets.
  - (4) The ¥1,655 million adjustment in increase of property, plant and equipment and intangible assets mainly consists of the acquisitions of property, plant and equipment and intangible assets that are treated as corporate assets
3. Segment income is reconciled to operating income in the consolidated statements of income.

(¥ millions)

(+ millions)

Fiscal year ended December 31, 2014							
	Reportable Segment				Others (Note 1)	Adjustment (Note 2)	Amount recorded in the consolidated financial statements (Note 3)
	Integrated Beverages			Pharmaceuticals and Bio-chemicals			
	Japan	Oceania	Overseas -other				
Sales							
Unaffiliated customers	1,152,957	470,123	223,052	325,149	24,513	–	2,195,795
Inter-segment	10,491	123	213	8,296	1,299	(20,425)	–
Total sales	1,163,449	470,246	223,265	333,446	25,813	(20,425)	2,195,795
Segment income	48,181	27,587	3,663	38,877	3,083	(6,843)	114,549
Segment assets	825,162	786,917	627,325	726,817	34,290	(34,645)	2,965,868
Other items							
Depreciation and amortization	35,205	19,967	17,795	23,885	1,778	280	98,914
Amortization of goodwill	2,502	31,159	6,054	9,967	3	–	49,686
Investments in equity-method affiliates	5,189	4,580	166,207	45,741	493	–	222,213
Increase of property, plant and equipment and intangible assets	36,672	29,498	24,710	29,487	367	(617)	120,118

## Notes

1. "Others" includes food business, such as dairy products, and others.
2. The adjustments are as follows:
  - (1) The negative ¥6,843 million adjustment in segment income includes ¥492 million in inter-segment eliminations and negative ¥7,335 million in corporate expenses not attributable to any reportable segment. The corporate expenses are mainly group administrative expenses due to the Company's transfer to a pure holding company.
  - (2) The negative ¥34,645 million adjustment in segment assets includes negative ¥294,353 million in inter-segment asset and liability eliminations, and ¥259,707 million in corporate assets not attributable to any reportable segment. Corporate assets mainly consist of surplus funds (cash and time deposits), long-term investments (investment securities) of the Company, and assets which belong to the administrative department of the Company, a pure holding company.
  - (3) The ¥280 million adjustment in depreciation and amortization mainly consists of depreciation and amortization of corporate assets.
  - (4) The negative ¥617 million adjustment in increase of property, plant and equipment and intangible assets mainly consists of inter-segment asset and liability eliminations.
3. Segment income is reconciled to operating income in the consolidated statements of income.

b. Related Information

Fiscal year ended December 31, 2013

1. Information by product and service

Information is omitted since similar information is disclosed in the segment information.

2. Information by region

(1) Sales

(¥ millions)				
Japan	Asia / Oceania	Brazil	Others	Total
1,465,054	463,121	180,355	146,053	2,254,585

Note: Sales are classified by country or area based on customer location.

(2) Property, Plant and Equipment

(¥ millions)				
Japan	Asia / Oceania	Brazil	Others	Total
393,339	183,238	153,638	34,161	764,378

3. Information by major customer

There is no major unaffiliated customer which accounts for 10% or more of the sales on the consolidated statement of income.

Fiscal year ended December 31, 2014

1. Information by product and service

Information is omitted since similar information is disclosed in the segment information.

2. Information by region

(1) Sales

(¥ millions)				
Japan	Asia / Oceania	Brazil	Others	Total
1,388,950	463,944	182,306	160,594	2,195,795

Note: Sales are classified by country or area based on customer location.

(2) Property, Plant and Equipment

(¥ millions)				
Japan	Asia / Oceania	Brazil	Others	Total
386,827	202,893	164,600	44,077	798,398

3. Information by major customer

There is no major unaffiliated customer which accounts for 10% or more of the sales on the consolidated statement of income.



c. Information regarding loss on impairment of fixed assets by reportable segment

(¥ millions)

Fiscal year ended December 31, 2013							
	Reportable Segment				Other	Adjustment	Total
	Integrated Beverages			Pharmaceuticals and Bio-chemicals			
	Japan	Oceania	Overseas -other				
Loss on impairment	3	13,518	—	207	288	—	14,017

Note: "Other" includes food business, such as seasonings, and others.

(¥ millions)

(+ millions)

Fiscal year ended December 31, 2014							
	Reportable Segment				Other	Adjustment	Total
	Integrated Beverages			Pharmaceuticals and Bio-chemicals			
	Japan	Oceania	Overseas -other				
Loss on impairment	358	—	—	1,342	936	—	2,638

Note: "Other" includes food business, such as dairy products, and others.

d. Information regarding amortization of goodwill and remaining goodwill balance by reportable segment

(¥ millions)

(+ millions)

Fiscal year ended December 31, 2013							
	Reportable Segment				Other	Adjustment	Total
	Integrated Beverages			Pharmaceuticals and Bio-chemicals			
	Japan	Oceania	Overseas -other				
Balance at the end of current period	29,850	392,183	104,700	122,782	3	—	649,519

Note: Information on amortization of goodwill is omitted since similar information is disclosed in the segment information.

(¥ millions)

(+ millions)

Fiscal year ended December 31, 2014							
	Reportable Segment				Other	Adjustment	Total
	Integrated Beverages			Pharmaceuticals and Bio-chemicals			
	Japan	Oceania	Overseas -other				
Balance at the end of current period	27,364	379,329	100,593	135,182	—	—	642,470

Note: Information on amortization of goodwill is omitted since similar information is disclosed in the segment information.

e. Information regarding gain on negative goodwill by reportable segment

Fiscal year ended December 31, 2013

There are no matters to report under this item.

Fiscal year ended December 31, 2014

There are no matters to report under this item.

**(PER SHARE INFORMATION)**

Fiscal year ended December 31, 2013		Fiscal year ended December 31, 2014	
Net assets per share:	¥1,157.66	Net assets per share:	¥1,207.43
Net income per share (Basic):	¥90.76	Net income per share (Basic):	¥35.27
Net income per share (Diluted):	¥90.73	Net income per share (Diluted):	¥35.24

Note 1: As stated in CHANGES IN ACCOUNTING POLICIES, the Company has applied the Standard, etc., in compliance with transitional treatment as prescribed in the article 37 of the Standard.

As a result, net assets per share for the fiscal year decreased by ¥15.03.

2: The basis for calculation was as follows:

		Fiscal year ended December 31, 2013	Fiscal year ended December 31, 2014
Total net assets	(¥ millions)	1,300,726	1,335,711
Amounts deducted from total net assets	(¥ millions)	224,865	233,877
[Subscription rights to shares included in the above]	(¥ millions)	[306]	[332]
[Minority interests included in the above]	(¥ millions)	[224,558]	[233,544]
Net assets attributable to common stock at the end of year	(¥ millions)	1,075,861	1,101,833
Number of common stock used to calculate net assets per share at the end of year	(thousands of shares)	929,340	912,547

Note 3: The basis for calculation of Net income per share (Basic) and Net income per share (Diluted) was as follows:

		Fiscal year ended December 31, 2013	Fiscal year ended December 31, 2014
Net income per share (Basic)			
Net income	(¥ millions)	85,656	32,392
Amounts not attributable to common stock	(¥ millions)	—	—
Net income attributable to common stock	(¥ millions)	85,656	32,392
Average number of common stock outstanding during the year	(thousands of shares)	943,727	918,517
Net income per share (Diluted)			
Adjustments to Net income	(¥ millions)	(34)	(27)
[Minority interests included in the above]	(¥ millions)	[(11)]	[(10)]
[Change in equity due to subscription rights to shares issued by consolidated subsidiaries included in the above]	(¥ millions)	[(22)]	[(17)]
Increase in common stock	(thousands of shares)	—	—
Outline of potential common shares outstanding that were not used in calculating Net income per share (Diluted) because they have no dilutive effects		—	—

### **(SUBSEQUENT EVENTS)**

The Board of Directors of the Company adopted a resolution on February 12, 2015 to retire treasury stock, in accordance with Article 178 of the Companies Act as follows:

- |  |  |
|--|--|
| 1. Type of shares to be retired:                     | Common stock of the Company  |
| 2. Number of shares to be retired:                   | 51,000,000 shares<br>(5.28% of number of shares before retirement) |
| 3. Planned date of retirement:                       | February 27, 2015  |
| (Reference) Total number of shares after retirement: | 914,000,000 shares   |

**Supplementary Documents to  
the Consolidated Financial Statements  
for the Year Ended December 31, 2014**

1. Summary of Consolidated Statements of Income, Indices, etc.
2. Sales Details
3. Profit Details
4. Summary of Consolidated Balance Sheets
5. Summary of Consolidated Statements of Cash Flows
6. Other Information

**KIRIN HOLDINGS COMPANY, LIMITED**

**February 12, 2015**

# 1. Summary of Consolidated Statements of Income, Indices, etc.

## (1) Summary of Statements of Income, Indices, etc.

(¥ billions)

	Fiscal year ended December 31, 2014, Actual	Fiscal year ended December 31, 2013, Actual	Increase (decrease)	
Sales	2,195.7	2,254.5	(58.7)	(2.6%)
Gross profit	943.4	966.9	(23.5)	(2.4%)
Selling, general and administrative expenses	828.9	824.1	4.7	0.6%
Operating income	114.5	142.8	(28.2)	(19.8%)
Non-operating income	15.7	16.5	(0.8)	(4.9%)
Non-operating expenses	36.0	27.2	8.8	32.5%
Ordinary income	94.2	132.1	(37.9)	(28.7%)
Special income	8.6	73.2	(64.5)	(88.2%)
Special expenses	25.0	48.1	(23.1)	(48.1%)
Income before income taxes and minority interests	77.8	157.2	(79.3)	(50.5%)
Income taxes	33.0	53.2	(20.2)	(38.0%)
Minority interests	12.4	18.2	(5.8)	(31.8%)
Net income	32.3	85.6	(53.2)	(62.2%)
Normalized EBITDA	273.1	301.4	(28.3)	(9.4%)
Normalized EPS	¥118	¥122	(¥4)	(3.3%)
Sales (Excluding liquor tax)	1,894.4	1,943.7	(49.3)	(2.5%)
Operating income (Prior to amortization of goodwill etc.)	171.5	198.0	(26.5)	(13.4%)
Operating income ratio (Excluding liquor tax, prior to amortization of goodwill etc.)	9.1%	10.2%		
ROE (Prior to amortization of goodwill etc.)	8.6%	14.0%		
Normalized ROE	9.5%	10.9%		
Net interest-bearing debt / Normalized EBITDA	2.76	2.25		

Normalized EBITDA = Operating income + Depreciation + Amortization of goodwill + Dividends received from entities accounted for by the equity method

Normalized EPS = Adjusted net income / Average number of shares outstanding during period

Adjusted net income = Net income + Amortization of goodwill etc. ± Special income or expenses after income taxes and minority interests

Normalized ROE = Adjusted net income / Normalized average amount of equity during period

(2) Exchange Rate for and the Period for the Consolidation of Profit or Loss of the Major Overseas Companies

(¥)

	Fiscal year ended December 31, 2014, Actual	Fiscal year ended December 31, 2013, Actual
Lion (AUD)	94.24	91.97
Brasil Kirin (BRL)	45.13	45.18

	Fiscal year ended December 31, 2014, Actual	Fiscal year ended December 31, 2013, Actual
Lion	From October 2013 to September 2014	From October 2012 to September 2013
San Miguel Brewery		

## 2. Sales Details

(¥ billions)

	Fiscal year ended December 31, 2014, Actual	Fiscal year ended December 31, 2013, Actual	Increase (decrease)	
Sales	2,195.7	2,254.5	(58.7)	(2.6%)
Japan Integrated Beverages	1,152.9	1,180.1	(27.2)	(2.3%)
Kirin Brewery *	698.7	729.1	(30.4)	(4.2%)
Kirin Beverage	345.7	353.5	(7.7)	(2.2%)
Mercian	69.1	67.0	2.1	3.1%
Other and elimination	39.3	30.4	8.9	29.3%
Overseas Integrated Beverages	693.1	685.2	7.9	1.2%
Lion	470.2	468.4	1.7	0.4%
Brasil Kirin	179.9	178.3	1.5	0.9%
Other and elimination	42.9	38.4	4.5	11.8%
Pharmaceuticals and Bio-chemicals	325.1	331.3	(6.2)	(1.9%)
Kyowa Hakko Kirin	333.4	340.6	(7.1)	(2.1%)
Pharmaceutical	251.8	259.5	(7.7)	(3.0%)
Bio-chemical	81.5	81.0	0.5	0.7%
Other and elimination	(8.2)	(9.2)	0.9	—
Other	24.5	57.7	(33.2)	(57.6%)

\* The figures are combined value of Kirin Brewery and Kirin Beer Marketing.

### (Reference) Sales excluding liquor tax

(¥ billions)

	Fiscal year ended December 31, 2014, Actual	Fiscal year ended December 31, 2013, Actual
Kirin Brewery	409.0	430.4

### 3. Profit Details

#### (1) Operating Income

	(¥ billions)		
	Fiscal year ended December 31, 2014, Actual	Fiscal year ended December 31, 2013, Actual	Increase (decrease)
Operating income	114.5	142.8	(28.2)
Japan Integrated Beverages	48.1	62.1	(13.9)
Kirin Brewery *	42.2	51.8	(9.5)
Kirin Beverage *	(1.8)	3.7	(5.5)
Amortization of goodwill	(1.9)	(1.9)	—
Total	(3.8)	1.7	(5.5)
Mercian *	0.2	0.3	(0.1)
Others	9.4	8.1	1.2
Overseas Integrated Beverages	31.2	30.6	0.5
Lion (consolidated after reclassification)	62.9	63.3	(0.4)
Amortization of goodwill	(31.1)	(30.3)	(0.7)
Brand amortization	(4.1)	(4.2)	0.0
Total	27.5	28.7	(1.2)
Brasil Kirin (consolidated after reclassification)	9.9	8.8	1.0
Amortization of goodwill	(5.3)	(5.3)	0.0
Brand amortization	(3.1)	(3.1)	0.0
Total	1.4	0.3	1.0
Others	2.2	1.5	0.7
Pharmaceuticals and Bio-chemicals	38.8	54.3	(15.4)
Kyowa Hakko Kirin (consolidated after reclassification)	38.8	54.3	(15.4)
Pharmaceutical	29.0	46.1	(17.0)
Bio-chemical	7.2	5.6	1.6
Other/elimination of amortization of goodwill	8.7	8.7	0.0
Amortization of goodwill	(6.2)	(6.2)	—
Other	3.0	3.7	(0.6)
Corporate expenses/inter-segment eliminations	(6.8)	(8.0)	1.2

\* Excluding management fee paid to the holding company.



## Operating income breakdown

(¥ billions)

Company name	Major factors	Increase (decrease)	Description
Kirin Brewery	Decrease in marginal profit of alcohol beverages	(11.6)	Sales decrease in beer (18) thousand KL, (2.6) Sales decrease in <i>happo-shu</i> (17) thousand KL, (1.7) Sales decrease in new genre (81) thousand KL, (9.0) Sales increase in RTD 35 thousand KL, 3.4 Difference of change in products mix, etc.
	Decrease in raw material cost of alcohol beverages	0.3	Increase in malt cost (0.7), Decrease in wrapping material cost 1.4, etc.
	Increase in selling expenses	(5.9)	Increase in sales promotion and advertising (5.9), etc. (Beer, <i>happo-shu</i> and new genre (6.3), RTD (1.8), etc.)
	Decrease in other expenses	7.7	Decrease in labor cost 3.0, Decrease in depreciation 2.9, Decrease in repair expenses 0.8, etc.
Total		(9.5)	
Kirin Beverage	Difference in volume of sales	(4.6)	Decrease in sales volume (4.19) million cases
	Increase in raw material cost, etc.	(0.1)	Increase in material cost (1.3), Decrease in wrapping material cost 1.7, etc.
	Decrease due in change of composition ratio of containers, etc.	(3.4)	
	Decrease in selling expenses	2.8	Decrease in sales promotion and advertising 2.2, Decrease in freight 0.6
	Other expenses	(0.1)	Increase in management fees (0.6), etc.
Total		(5.5)	

## Major operating expenses

(¥ billions)

		Fiscal year ended December 31, 2014, Actual	Fiscal year ended December 31, 2013, Actual
Sales promotion		216.9	207.4
Advertising		77.1	78.9
Kirin Brewery	Sales promotion	59.8	54.0
	Advertising	26.8	26.8
Kirin Beverage	Sales promotion	114.9	115.9
	Advertising	8.8	10.1
Research and development		57.1	54.1
Kyowa Hakko Kirin (excluding internal transaction)		46.9	43.0

## (2) Ordinary Income and Net Income

(¥ billions)

	Fiscal year ended December 31, 2014, Actual	Fiscal year ended December 31, 2013, Actual	Increase (decrease)	Description of changes
Non-operating income and expenses	(20.3)	(10.6)	(9.6)	Equity in earnings or losses of local affiliates (0.2), etc. Kirin-Amgen, Inc. 3.7, etc.
Financial profit or loss, net	(17.9)	(14.2)	(3.6)	
Equity in earnings or losses of affiliates	2.9	1.6	1.2	
San Miguel Brewery	6.2	6.6	(0.4)	
Others	(3.3)	(5.0)	1.7	
Foreign exchange gains and losses	1.0	3.3	(2.2)	
Other	(6.3)	(1.3)	(4.9)	
Ordinary income	94.2	132.1	(37.9)	
Special income and expenses	(16.3)	25.0	(41.4)	
Special income	8.6	73.2	(64.5)	
Gain on sale of property, plant and equipment and intangible assets	7.3	22.7	(15.3)	
Gain on sale of investment securities	0.1	46.9	(46.7)	
Gain on sale of shares of subsidiaries and affiliates	—	1.7	(1.7)	
Other	1.1	1.7	(0.5)	
Special expenses	(25.0)	(48.1)	23.1	
Loss on disposal of property, plant and equipment and intangible assets	(3.2)	(3.2)	(0.0)	
Loss on sale of property, plant and equipment and intangible assets	(0.7)	(2.6)	1.9	
Loss on impairment	(2.6)	(14.0)	11.3	
Loss on devaluation of investment securities	(0.0)	(0.0)	(0.0)	
Loss on sale of investment securities	(1.6)	(0.1)	(1.4)	
Business restructuring expense	(12.0)	(9.6)	(2.3)	
Loss on applying special taxation measures of foreign subsidiaries	—	(8.4)	8.4	
Provision for loss on plants reorganization	—	(3.3)	3.3	
Other	(4.6)	(6.5)	1.8	
Income taxes	(33.0)	(53.2)	20.2	
Minority interests	(12.4)	(18.2)	5.8	
Net income	32.3	85.6	(53.2)	

#### 4. Summary of Consolidated Balance Sheets

(¥ billions)

	As of December 31, 2014	As of December 31, 2013	Increase (decrease)	Description of changes
Current assets	801.8	814.7	(12.9)	
Cash and time deposits	49.4	113.7	(64.3)	
Notes and accounts receivable, trade	408.7	396.1	12.5	
Inventories	246.2	225.0	21.2	
Other	97.4	79.8	17.5	
Non-current assets	2,164.0	2,081.6	82.3	
Property, plant and equipment	798.3	764.3	34.0	Increase due to capital expenditures and the influence of exchange rate changes in evaluation of foreign subsidiaries, etc.
Intangible assets	849.3	836.9	12.4	
Goodwill	642.4	649.5	(7.0)	
Other	206.8	187.4	19.4	
Investments and other assets	516.2	480.3	35.9	Increase due to acquisition of investment securities, etc.
Total assets	2,965.8	2,896.4	69.4	
Current liabilities	784.6	659.8	124.7	
Notes and accounts payable, trade	160.1	155.8	4.2	Increase due to issue of commercial paper by Kirin Holdings, etc. Increase in consumption taxes payable due to consumption tax hike, etc.
Interest-bearing debt	234.9	148.4	86.5	
Other	389.6	355.6	34.0	
Non-current liabilities	845.4	935.8	(90.3)	
Interest-bearing debt	569.0	642.6	(73.6)	Decrease due to replacement of long-term bonds and debt with short-term ones, etc.
Other	276.4	293.1	(16.6)	
Total liabilities	1,630.1	1,595.7	34.4	
Shareholders' equity	957.0	980.0	(23.0)	Increase in foreign currency transaction adjustments due to exchange rate changes, etc.
Accumulated other comprehensive income	144.7	95.7	48.9	
Subscription rights to shares	0.3	0.3	0.0	
Minority interests	233.5	224.5	8.9	
Total net assets	1,335.7	1,300.7	34.9	
Total liabilities and net assets	2,965.8	2,896.4	69.4	

## 5. Summary of Consolidated Statements of Cash Flows

### (1) Summary of Statements of Cash Flows

(¥ billions)

	Fiscal year ended December 31, 2014, Actual	Fiscal year ended December 31, 2013, Actual	Increase (decrease)
Cash flows from operating activities	155.2	205.5	(50.2)
Income before income taxes and minority interests	77.8	157.2	(79.3)
Depreciation and amortization	98.9	101.1	(2.2)
Amortization of goodwill	49.6	47.9	1.7
Other	(71.2)	(100.7)	29.4
Cash flows from investing activities	(139.3)	85.5	(224.9)
Capital expenditures	(120.4)	(117.3)	(3.0)
Other	(18.9)	202.9	(221.8)
Cash flows from financing activities	(80.7)	(272.3)	191.6
Increase (decrease) in interest-bearing debt	(19.1)	(180.5)	161.3
Cash dividends paid	(40.6)	(38.8)	(1.8)
Other	(20.9)	(52.9)	32.0
Translation adjustments	0.1	8.7	(8.6)
Net increase (decrease) in cash and cash equivalents	(64.7)	27.4	(92.1)

### (2) Information by Segment

#### Fiscal year ended December 31, 2014, Actual

(¥ billions)

	Japan Integrated Beverages	Overseas Integrated Beverages	Pharmaceuticals and Bio-chemicals	Other	Adjustment	Total
Depreciation and amortization (including brand amortization)	35.2	37.7	23.8	1.7	0.2	98.9
Amortization of goodwill	2.5	37.2	9.9	0.0	—	49.6
Capital expenditures	35.2	50.7	35.2	0.6	(1.3)	120.4
Normalized EBITDA	85.8	116.2	72.7	4.8	(6.5)	273.1

#### Fiscal year ended December 31, 2013, Actual

(¥ billions)

	Japan Integrated Beverages	Overseas Integrated Beverages	Pharmaceuticals and Bio-chemicals	Other	Adjustment	Total
Depreciation and amortization (including brand amortization)	38.1	37.6	21.5	3.1	0.6	101.1
Amortization of goodwill	2.5	36.3	8.7	0.3	—	47.9
Capital expenditures	23.4	55.4	34.4	0.9	3.1	117.3
Normalized EBITDA	102.7	114.3	84.6	7.1	(7.3)	301.4

## 6. Other Information

(1) Profit or Loss of Major Publicly-Listed Consolidated Companies (Consolidated after Reclassification)

Fiscal year ended December 31, 2014, Actual

<Consolidated subsidiaries>

(¥ billions)

	Sales	Operating income	Ordinary income	Net income	Consolidated net income
Kyowa Hakko Kirin	333.4	35.8	30.0	15.9	8.3
Elimination of amortization of goodwill		9.2	9.2	9.2	4.8
Amortization of goodwill		(6.2)	(6.2)	(6.2)	(6.2)
Total included in consolidation		38.8	33.0	18.9	6.9

<Equity-method affiliates>

(¥ billions)

	Sales	Operating income	Ordinary income	Net income	Consolidated net income
San Miguel Brewery	182.6	49.9	43.3	29.4	14.2
Equity in earnings or losses of local affiliates			14.2	14.2	14.2
Brand amortization			(2.0)	(2.0)	(2.0)
Amortization of goodwill			(6.0)	(6.0)	(6.0)
Total included in consolidation			6.2	6.2	6.2

## (2) Sales Details of Major Business Companies

### a. Kirin Brewery

	Fiscal year ended December 31, 2014		Fiscal year ended December 31, 2013	
	Actual	Increase (decrease)	Actual	Increase (decrease)
Sales volume	Thousand KL		Thousand KL	
Beer	654	(2.8%)	672	(3.8%)
<i>Happo-shu</i>	505	(3.1%)	522	(6.9%)
New genre	633	(11.2%)	714	0.0%
Sub-total	1,793	(6.0%)	1,909	(3.3%)
RTD	262	15.6%	227	8.6%
Non-alcohol beverages	27	(27.7%)	38	(14.6%)
Breakdown of sales	¥ billions		¥ billions	
Beer	272.7	(2.4%)	279.6	(3.7%)
<i>Happo-shu</i>	154.0	(3.3%)	159.2	(6.9%)
New genre	166.6	(11.2%)	187.6	0.2%
Sub-total	593.4	(5.3%)	626.5	(3.4%)
RTD	72.7	15.9%	62.7	10.1%
Whiskey and Spirits, etc. *	32.5	(18.4%)	39.8	(14.4%)
Total sales	698.7	(4.2%)	729.1	(3.1%)

The above sales volume excludes exports.

\* This item includes sales of soft drink beverages to Group companies.

## b. Kirin Beverage Group

### <Category>

Non-alcohol beverages			Fiscal year ended December 31, 2014				Fiscal year ended December 31, 2013			
			Actual	Composition ratio	Increase (decrease)	Percentage over the previous year	Actual	Composition ratio	Increase (decrease)	Percentage over the previous year
			10,000 cases		10,000 cases		10,000 cases		10,000 cases	
Category	Tea drink	Japanese tea	1,929	10%	(159)	92%	2,088	10%	92	105%
		Oolong tea	270	1%	2	101%	268	1%	(15)	95%
		Black tea	4,737	24%	11	100%	4,726	24%	88	102%
		Sub-total	6,936	35%	(146)	98%	7,082	35%	165	102%
	Coffee		2,950	15%	(33)	99%	2,983	15%	(45)	99%
	Fruit and vegetable juice		2,379	12%	(157)	94%	2,536	13%	209	109%
	Carbonated beverage		1,569	8%	(87)	95%	1,656	8%	165	111%
	Water		3,387	17%	(30)	99%	3,417	17%	(41)	99%
	Other		2,516	13%	34	101%	2,482	12%	748	143%
	Domestic non-alcohol beverage market total		19,737	100%	(419)	98%	20,156	100%	1,201	106%

### <Container Type>

Non-alcohol beverages			Fiscal year ended December 31, 2014				Fiscal year ended December 31, 2013			
			Actual	Composition ratio	Increase (decrease)	Percentage over the previous year	Actual	Composition ratio	Increase (decrease)	Percentage over the previous year
Container type	Category	Details	10,000 cases		10,000 cases		10,000 cases		10,000 cases	
Cans	Can	Including bottle styled cans	3,603	18%	(68)	98%	3,671	18%	(249)	94%
PET bottles	Large-sized PET bottles	2L	4,442	23%	85	102%	4,357	22%	470	112%
		1.5L, 1L, 900ml, 750ml	1,649	8%	(33)	98%	1,682	8%	138	109%
		Large-sized PET bottles total	6,091	31%	52	101%	6,039	30%	608	111%
		500ml	5,865	30%	(411)	93%	6,276	31%	422	107%
	Small-sized PET bottles	350ml or less	2,096	10%	109	105%	1,987	10%	387	124%
		Small-sized PET bottles total	7,961	40%	(302)	96%	8,263	41%	809	111%
		PET bottles total	14,052	71%	(250)	98%	14,302	71%	1,417	111%
Other containers	One-way/Returnable bottles, paper, gifts, etc.		2,082	11%	(101)	95%	2,183	11%	33	102%
Domestic non-alcohol beverage market total			19,737	100%	(419)	98%	20,156	100%	1,201	106%

**Supplementary Documents to the Forecast  
Consolidated Business Results  
for the Fiscal Year Ending December 31, 2015**

1. Summary of Consolidated Statements of Income, Indices, etc.
2. Sales Details
3. Profit Details
4. Information by Segment
5. Other Information

**KIRIN HOLDINGS COMPANY, LIMITED**

**February 12, 2015**



# 1. Summary of Consolidated Statements of Income, Indices, etc.

## (1) Summary of Statements of Income, Indices, etc.

(¥ billions)

	Fiscal year ending December 31, 2015, Forecast	Fiscal year ended December 31, 2014, Actual	Increase (decrease)	
Sales	2,270.0	2,195.7	74.2	3.4%
Operating income	117.0	114.5	2.4	2.1%
Non-operating income and expenses	(17.0)	(20.3)	3.3	—
Financial profit or loss, net	(15.5)	(17.9)	2.3	—
Equity in earnings or losses of affiliates	1.6	2.9	(1.2)	(43.5%)
Ordinary income	100.0	94.2	5.7	6.1%
Special income and expenses	(4.0)	(16.3)	12.3	—
Income before income taxes and minority interests	96.0	77.8	18.1	23.3%
Income taxes	42.5	33.0	9.5	28.8%
Minority interests	13.4	12.4	1.0	8.1%
Net income	40.0	32.3	7.6	23.5%
Normalized EBITDA	276.0	273.1	2.8	1.0%
Normalized EPS	¥121	¥118	¥3	2.5%
Sales (Excluding liquor tax)	1,963.0	1,894.4	68.5	3.6%
Operating income (Prior to amortization of goodwill etc.)	175.2	171.5	3.6	2.1%
Operating income ratio (Excluding liquor tax, prior to amortization of goodwill etc.)	8.9%	9.1%		
ROE (Prior to amortization of goodwill etc.)	9.2%	8.6%		
Normalized ROE	9.3%	9.5%		
Net interest-bearing debt / Normalized EBITDA	2.57	2.76		

Normalized EBITDA = Operating income + Depreciation + Amortization of goodwill + Dividends received from entities accounted for by the equity method

Normalized EPS = Adjusted net income / Average number of shares outstanding during period

Adjusted net income = Net income + Amortization of goodwill etc. ± Special income or expenses after income taxes and minority interests

Normalized ROE = Adjusted net income / Normalized average amount of equity during period

(2) Exchange Rate for and the Period for the Consolidation of Profit or Loss of the Major Overseas Companies

(¥)

	Fiscal year ending December 31, 2015, Forecast	Fiscal year ended December 31, 2014, Actual
Lion (AUD)	97.00	94.24
Brasil Kirin (BRL)	46.00	45.13

	Fiscal year ending December 31, 2015, Forecast	Fiscal year ended December 31, 2014, Actual
Lion	From October 2014 to September 2015	From October 2013 to September 2014
San Miguel Brewery		

## 2. Sales Details

(¥ billions)

	Fiscal year ending December 31, 2015, Forecast	Fiscal year ended December 31, 2014, Actual	Increase (decrease)	
Sales	2,270.0	2,195.7	74.2	3.4%
Japan Integrated Beverages	1,190.0	1,152.9	37.0	3.2%
Kirin Brewery *	712.1	698.7	13.3	1.9%
Kirin Beverage	370.1	345.7	24.4	7.1%
Mercian	70.4	69.1	1.3	2.0%
Other and elimination	37.2	39.3	(2.1)	(5.4%)
Overseas Integrated Beverages	710.0	693.1	16.8	2.4%
Lion	470.9	470.2	0.6	0.1%
Brasil Kirin	198.1	179.9	18.2	10.1%
Other and elimination	40.8	42.9	(2.1)	(4.9%)
Pharmaceuticals and Bio-chemicals	346.0	325.1	20.8	6.4%
Kyowa Hakko Kirin	354.0	333.4	20.5	6.2%
Pharmaceutical	269.0	251.8	17.1	6.8%
Bio-chemical	85.0	81.5	3.4	4.2%
Other and elimination	(8.0)	(8.2)	0.2	—
Other	24.0	24.5	(0.5)	(2.1%)

\* The figures are combined value of Kirin Brewery and Kirin Beer Marketing.

### (Reference) Sales excluding liquor tax

(¥ billions)

	Fiscal year ending December 31, 2015, Forecast	Fiscal year ended December 31, 2014, Actual
Kirin Brewery	419.0	409.0

### 3. Profit Details

(¥ billions)

	Fiscal year ending December 31, 2015, Forecast	Fiscal year ended December 31, 2014, Actual	Increase (decrease)
Operating income	117.0	114.5	2.4
Japan Integrated Beverages	38.0	48.1	(10.1)
Kirin Brewery *	57.1	66.4	(9.3)
Kirin Beverage *	6.9	5.3	1.5
Mercian *	1.4	1.4	(0.0)
Others**	(25.4)	(23.0)	(2.4)
Total	39.9	50.1	(10.1)
Amortization of goodwill	(1.9)	(1.9)	—
Overseas Integrated Beverages	38.5	31.2	7.2
Lion (consolidated after reclassification)	66.6	62.9	3.6
Amortization of goodwill	(32.0)	(31.1)	(0.9)
Brand amortization	(3.9)	(4.1)	0.2
Total	30.6	27.5	3.0
Brasil Kirin (consolidated after reclassification)	14.3	9.9	4.4
Amortization of goodwill	(5.4)	(5.3)	(0.1)
Brand amortization	(3.2)	(3.1)	(0.0)
Total	5.6	1.4	4.2
Others	2.2	2.2	(0.0)
Pharmaceuticals and Bio-chemicals	44.5	38.8	5.6
Kyowa Hakko Kirin (consolidated after reclassification)	44.5	38.8	5.6
Pharmaceutical	32.0	29.0	2.9
Bio-chemical	9.5	7.2	2.2
Other/elimination of amortization of goodwill	9.2	8.7	0.4
Amortization of goodwill	(6.2)	(6.2)	—
Other	3.0	3.0	(0.0)
Corporate expenses/inter-segment eliminations	(7.0)	(6.8)	(0.1)

\* Effective from the fiscal year ending December 31, 2015, figures presented are before deducting management fee paid to the holding company. (The figures for the previous fiscal year are reclassified accordingly.)

\*\* Including expenses of the holding company and income(loss) of other subsidiaries.

## Operating income breakdown

(¥ billions)

Company name	Major factors	Increase (decrease)	Description
Kirin Brewery	Increase in marginal profit of alcohol beverages	5.0	Sales increase in beer 17 thousand KL, 2.2 Sales decrease in <i>happo-shu</i> (9) thousand KL, (1.1) Sales increase in RTD 28 thousand KL, 2.7 Difference of change in products mix, etc.
	Increase in raw material cost of alcohol beverages	(2.5)	Increase in raw material prices, etc.
	Increase in selling expenses	(9.7)	Increase in sales promotion and advertising, etc.
	Increase in other expenses	(2.1)	Increase in information processing fee and repair expenses, etc.
	Total	(9.3)	
Kirin Beverage	Difference in volume of sales	12.6	Increase in sales volume 11.73 million cases
	Decrease in raw material cost, etc.	2.2	Increase in material cost (0.7), Decrease in wrapping material cost 0.4, Decrease in processing cost 2.5 , etc.
	Decrease due in change of composition ratio of containers, etc.	3.7	
	Increase in selling expenses	(13.8)	Increase in sales promotion and advertising (13.4), Increase in freight (0.4)
	Increase in other expenses	(3.1)	Increase in sales equipment cost and R&D expenses, etc.
	Total	1.5	

## Major operating expenses

(¥ billions)

		Fiscal year ending December 31, 2015, Forecast	Fiscal year ended December 31, 2014, Actual
Kirin Brewery	Sales promotion	96.4	59.8
	Advertising		26.8
Kirin Beverage	Sales promotion	137.3	114.9
	Advertising		8.8

#### 4. Information by Segment

Fiscal year ending December 31, 2015, Forecast

(¥ billions)

	Japan Integrated Beverages	Overseas Integrated Beverages	Pharmaceuticals and Bio-chemicals	Other	Adjustment	Total
Depreciation and amortization (including brand amortization)	36.2	36.5	22.6	1.1	0.3	97.0
Amortization of goodwill	2.4	38.1	10.4	—	—	51.0
Capital expenditures	39.5	44.0	24.0	2.5	—	110.0
Normalized EBITDA	76.7	124.1	77.5	4.1	(6.6)	276.0

Fiscal year ended December 31, 2014, Actual

(¥ billions)

	Japan Integrated Beverages	Overseas Integrated Beverages	Pharmaceuticals and Bio-chemicals	Other	Adjustment	Total
Depreciation and amortization (including brand amortization)	35.2	37.7	23.8	1.7	0.2	98.9
Amortization of goodwill	2.5	37.2	9.9	0.0	—	49.6
Capital expenditures	35.2	50.7	35.2	0.6	(1.3)	120.4
Normalized EBITDA	85.8	116.2	72.7	4.8	(6.5)	273.1

## 5. Other Information

### (1) Information Regarding Amortization of Major Goodwill etc.

Fiscal year ending December 31, 2015, Forecast

(¥ billions)

		Year incurred	Total amortization of goodwill etc. (A) + (B)						
			Goodwill			Brands			
			Amortized amount (A)	Balance to be amortized	Years remaining	Amortized amount (B) *	Balance to be amortized	Years remaining	
Consolidated subsidiaries	Lion	1998 to 2012	32.0	354.4	11	3.9	35.4	1~17	35.9
	Kirin Beverage	2006	1.9	21.0	11	—	—	—	1.9
	Kyowa Hakko Kirin	2007	6.2	76.1	13	—	—	—	6.2
	Brasil Kirin	2011	5.4	87.3	16	3.2	51.3	16	8.6
	Other		5.3	—	—	—	—	—	5.3
	Consolidated subsidiaries total		51.0			7.1			58.2
Equity method	San Miguel Brewery	2009	6.0	81.6	14	2.3	31.3	14	8.3
	China Resources Kirin Beverages	2011	2.3	37.2	16	—	—	—	2.3
	Equity-method affiliates total		8.3			2.3			10.6
Total			59.4			9.4			68.9

\* Account title: Depreciation.

### (2) Sales Details of Major Business Companies

#### a. Kirin Brewery

	Fiscal year ending December 31, 2015		Fiscal year ended December 31, 2014	
	Forecast	Increase (decrease)	Actual	Increase (decrease)
Sales volume	Thousand KL		Thousand KL	
Beer	671	2.6%	654	(2.8%)
Happo-shu	496	(2.0%)	505	(3.1%)
New genre	633	(0.2%)	633	(11.2%)
Sub-total	1,800	0.3%	1,793	(6.0%)
RTD	290	10.6%	262	15.6%
Non-alcohol beverages	38	36.8%	27	(27.7%)
Breakdown of sales	¥ billions		¥ billions	
Beer	280.0	2.7%	272.7	(2.4%)
Happo-shu	151.0	(1.9%)	154.0	(3.3%)
New genre	165.2	(0.8%)	166.6	(11.2%)
Sub-total	596.3	0.5%	593.4	(5.3%)
RTD	80.0	10.0%	72.7	15.9%
Whiskey and Spirits, etc.	35.7	9.9%	32.5	(18.4%)
Total sales	712.1	1.9%	698.7	(4.2%)

The above sales volume excludes exports.

b. Kirin Beverage Group

	Fiscal year ending December 31, 2015		Fiscal year ended December 31, 2014	
	Forecast	Increase (decrease)	Actual	Increase (decrease)
Category	Thousand cases		Thousand cases	
Black tea	4,870	2.8%	4,737	0.2%
Japanese tea	1,930	0.1%	1,929	(7.6%)
Coffee	3,200	8.5%	2,950	(1.1%)
Fruit and vegetable juice	2,500	5.1%	2,379	(6.2%)
Carbonated beverage	2,070	31.9%	1,569	(5.3%)
Functional beverage	690	1.2%	682	(1.6%)
Water	3,500	3.3%	3,387	(0.9%)
Other	2,150	2.2%	2,104	2.3%
Total	20,910	5.9%	19,737	(2.1%)
Container Type				
Can	3,970	10.2%	3,603	(1.9%)
Large-sized PET bottles (2L, 1.5L, etc.)	6,440	5.7%	6,091	0.9%
Small-sized PET bottles (500ml, 280ml, etc.)	8,410	5.6%	7,961	(3.7%)
Other	2,090	0.4%	2,082	(4.6%)
Total	20,910	5.9%	19,737	(2.1%)