

FOR IMMEDIATE RELEASE

February 1, 2024

Transfer of Tea-Catechin Beverage *Healthya*

Kao Corporation (President: Yoshihiro Hasebe), announced today that it has entered into a definitive agreement with Kirin Beverage Company Limited (President: Toru Yoshimura), a group company of Kirin Holdings Company, Limited (President: Yoshinori Isozaki) for the transfer of *Healthya*, a functional tea-catechin beverage brand.

While *Healthya* has developed into an iconic brand, Kao has selected the Kirin group, a leading beverage manufacturer excelling in immunology research, as the best partner to further develop the *Healthya* brand. The transfer of *Healthya* enables Kao to further focus its resources on strategic measures to execute its structural reformation strategy and optimize its business portfolio to achieve its mid-term plan.

About *Healthya*

Based on years of metabolic research on body fat and visceral fat, *Healthya* was launched in 2003 as the first tea brand*¹ claiming health promoting functionality, specifically body fat reduction, permitted for Food for Specified Health Uses, FOSHU, in Japan. Since its launch, *Healthya* created a new beverage market and became a long selling product with approximately 3.1 billion bottles sold to date*².

*1 Granted permission for functional claims on FOSHU that includes Tea Catechin. According to Kao

*2 Kao Total Cumulative Units of Shipment from May 2003 to December 2023

Scope of Transaction

5 tea-catechin beverage brands; 8 product types, with FOSHU and Food with Function Claims, will be transferred to Kirin: *Healthya* Green Tea, *Healthya* Green Tea Umami Taste, *Healthya* Water (Sports drink), *Healthya* my rhythm Sparkling (Carbonated drink) and *Healthya* Tea Catechin Green Tea taste (Powder drink).



Healthya Green Tea

Healthya Green Tea Umami Taste

Healthya Water (Sports drink)

Healthya my rhythm Sparkling (Carbonated drink)

Healthya Tea Catechin Green Tea taste (Powder drink)

(3 Types)
 ・350ml
 ・350ml slim bottle
 ・1.05L

(2 Types)
 ・500ml
 ・1L

(1 Type)
 ・500ml

(1 Type)
 ・500ml

(1 Type)
 ・30 packs

About Kirin

Company	Kirin Holdings Company, Limited
Representative	President and CEO Yoshinori Isozaki
Head Office	Nakano Central Park South, 4-10-2 Nakano, Nakano-ku Tokyo 164-0001, Japan

Acquiring Entity	Kirin Beverage Company, Limited
Representative	President and CEO Toru Yoshimura
Office	Nakano Central Park South, 4-10-2 Nakano, Nakano-ku Tokyo 164-0001, Japan

Dates

(1) Signing	February 1 st , 2024
(2) Closing	August 1 st , 2024 (expected)

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