

# SUNTORY

## About Suntory

Founded in 1899, Suntory Group is Japan's leading player in **alcoholic** and **non-alcoholic beverages**, with sales of \$17.6 billion (2012).

Suntory's **alcoholic beverage** business encompasses high-quality brands represented by its flagship single malt whisky "Yamazaki," "The Premium Malt's" beer, wine and ready-to-drink (RTDs) brands. Its **non-alcoholic beverage** business is expanding successfully into international markets and was listed on the Tokyo Stock Exchange in July 2013 as Suntory Beverage & Food Limited. In recent years Suntory has supplemented its organic growth in overseas markets with strategic acquisitions, including New Zealand beverage company Frucor Group and French beverage company Orangina Schweppes Group in 2009, as well as the acquisition of GlaxoSmithKline's Lucozade and Ribena drink brands in 2013.

Suntory Group currently operates in Asia, Oceania, Europe, the Americas and Africa.



Nobutada Saji  
Chairman of the Board

Head Office

Osaka, Japan

Foundation of Business

1899

Total Employees\*

28,767 (Suntory Group)

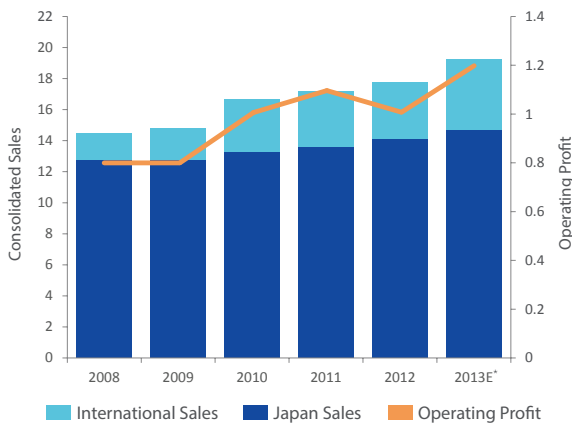
\*as of December 31, 2012

### Outline of Suntory Group



### Consolidated Sales/Operating Profit

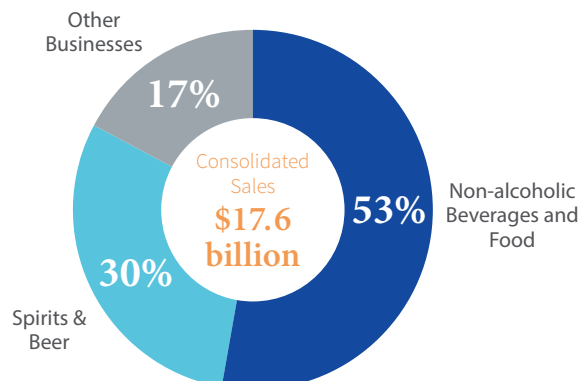
Unit: billion USD



\*does not include Lucozade and Ribena

### Sales by Business Segment – FY 2012

¥1=105 Yen



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## Alcoholic Beverages Business

### A Leading Player in Japanese Alcoholic Beverages Industry

Suntory is a leading player in the Japanese alcoholic beverages industry where it holds the No.1 market share in whisky<sup>1</sup> and the No.3 position in beer<sup>2</sup> with a notably higher presence in the premium category.

Suntory is also a leading importer of global spirits brands to Japan where it distributes the brands of Beam, Pernod Ricard, William Grant & Sons, Campari, and other partners.

### Pioneer of Japanese Whisky

Since the construction of Japan's first whisky distillery in 1923 (The Yamazaki Distillery), Suntory has always sought to produce world-class whisky. Today, Suntory is the No.1 whisky distiller in Japan, known for its flagship single malt whisky "Yamazaki," "Hakushu," and the blended whiskies "Hibiki" and "Kakubin." In recent years, Suntory Whiskies are becoming increasingly popular among consumers worldwide, as they gain a reputation for quality, supported by success at some of the world's most renowned spirits competitions.

### Passion for Innovation

Suntory has long been a company with a strong passion for innovation. The company has a state-of-the-art product development center near Tokyo where it develops a variety of spirits and ready-to-drink products. Past innovations include the world's first<sup>3</sup> non-alcoholic, non-carbohydrate, zero-calorie<sup>4</sup> beer-flavored beverage, "All-Free," and the ready-to-drink product series, "-196°C," which utilizes a unique extra-low temperature technology in the production process. Suntory continues to deliver multiple innovations across the category every year.

### International Footprint

In addition to the increasing exports of Suntory Whiskies, Suntory also owns several successful international operations and brands including Morrison Bowmore Distillers (UK), known for its Bowmore single malt whisky; Melon Liqueur Midori; Chateau Lagrange (Bordeaux, France); and the Australian distribution company Suntory (Aust). Today the company has a presence in more than 50 countries around the world.

1. Suntory's estimate based on shipping volumes taxable by the National Tax Agency
2. Based on shipping volumes taxable by the National Tax Agency
3. In the beer-flavored beverages category, according to a survey performed by Suntory
4. In accordance with nutrition labeling standards



The Yamazaki Distillery



ISC\* 2012 Trophy winning brands,  
Yamazaki 18 Years Old  
Hakushu 25 Years Old

\* International Spirits Challenge



Suntory Products  
Development Center



Bowmore Distillery  
(UK)