

SUNTORY

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Suntory Group Establishes New Corporate Philosophy

— New Corporate Slogan is “SUNTORY, Sustained by Nature and Water” —

Suntory Group's Corporate Philosophy

Our Purpose

To inspire the brilliance of life,
by creating rich experiences for people, in harmony with nature.

Our Values

Growing for Good “Yatte Minahare” Giving Back to Society

Corporate Slogan

SUNTORY
Sustained by Nature and Water

Tokyo, Japan (April 3, 2023) — Today, Suntory Group has announced its new corporate philosophy. As the group's business expands multilaterally on a global scale, the new philosophy aims to definitize what we value and embrace most, and to share it amongst all employees within the group around the world. It is a concentrate of the group's aspiration, based on our founding spirit and motto.

In addition to the corporate philosophy, the group also established a new corporate slogan, “SUNTORY, Sustained by Nature and Water” to communicate with our stakeholders and the society.

Suntory Group hopes these will help more consumers and customers to acknowledge the group's purpose and values, and will aim to penetrate this new philosophy among all employees to create new values through global synergy.

▼Suntory Group's Corporate Philosophy

Our Purpose

The goals of the Suntory Group's business and our corporate direction

**“To inspire the brilliance of life, by creating rich experiences for people,
in harmony with nature.”**

Our Values

The values we embrace to achieve our purpose.

“Growing for Good”

We keep growing, as individuals and as a corporation, towards a better world.

By continuing to grow, we expand our capacity to improve society.

“Yatte Minahare”

We refuse to fear failure, refuse to give in or give up, and stay relentless in our quest to innovate new values.

“Giving Back to Society”

We give back from what our business earns, not only by reinvesting in our company, but by caring for our customers and partners and contributing to society.

▼Corporate Slogan

「SUNTORY Sustained by Nature and Water」

As a corporation sustained by the gifts of nature and water, we will always protect the ecosystems that deliver water. Because our ecosystem is the wellspring, not only of our business and the rich experiences we create for people's lives, but also of human life itself. We will continue to be a company where everyone is empowered with the freedom and flexibility to innovate. Through all of our corporate pursuits, Suntory seeks to inspire the brilliance of life.

▼About the Suntory Group's Corporate Philosophy

<https://www.suntory.com/about/philosophy/>

About Suntory Group

As a global leader in the beverage industry, Suntory Group offers a uniquely diverse portfolio of products, from premium spirits, beer, wine, ready-to-drink alcohol beverages, to brewed teas, bottled water, still and carbonated soft drinks, ready-to-drink coffee and energy drinks, along with health and wellness products. Suntory is home to award-winning Japanese whiskies *Yamazaki*, *Hibiki* and *Hakushu*, as well as iconic American spirits *Jim Beam* and *Maker's Mark*. Suntory also fascinates the taste buds with *The Premium Malt's* beer, and owns the exceptional Japanese wine, *Tomi*, and the world-famous *Château Lagrange*. Its brand collection includes *Sauza Tequila*, non-alcoholic favorites *Orangina*, *Lucozade*, *Ribena*, *BOSS* coffee, *Iyemon* green tea,

Suntory Tennensui water, TEA+ Oolong Tea, V and BRAND'S, as well as popular health and wellness product *Sesamin EX*.

Founded as a family-owned business in 1899 in Osaka, Japan, Suntory Group has grown into a global company operating throughout the Americas, Europe, Africa, Asia and Oceania, with an annual revenue (excluding excise taxes) of \$20.2 billion in 2022. Its 40,885 employees worldwide draw upon the unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

As a corporation sustained by the gifts of nature and water, Suntory Group will always protect the ecosystems that deliver water. Because its ecosystem is the wellspring, not only of its business and the rich experiences the group creates for people's lives, but also of human life itself. Suntory Group will continue to be a company where everyone is empowered with the freedom and flexibility to innovate. Through all of its corporate pursuits, Suntory seeks to inspire the brilliance of life.

Learn more about Suntory Group, its brands, and its commitment to social responsibility and sustainability at www.suntory.com, on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), and [YouTube](#).