

Suntory Group to Strengthen Next Generation Empowerment Activity Efforts to Support Children Facing Difficulties

— Total of 1 billion yen to be provided over next three years —
— Financial and human resource support provided in collaboration with NPOs —
**— Will work with certified NPO Florence to develop experience provision
platform —**

Tokyo, JAPAN (October 31, 2023) — Suntory Group has announced today that it will strengthen efforts to support next generation empowerment activities in order to contribute to the realization of a society in which "children facing various difficulties" can have motivation, hopes, and dreams, which is one of the most important social issues in Japan.

The group will contribute a total of 1 billion yen over the next three years (2024-2026) to provide grants and other financial support to NPOs that share the same awareness of the issues they face, as well as seconding employees and providing other human resources support. In addition, the group will engage in collaborative projects with NPOs, including the launch of new businesses, with the aim of creating a framework for solving issues surrounding children.

As a first step, aiming to launch next summer, a new platform will be developed jointly with certified NPO Florence to address the social issue of disparity in experiences for children depending on factors such as their family's economic situations, such as lacking opportunities to "experience" cultural appreciation, sports, lessons, travel, etc. This platform will allow children and families in need to match and receive experience programs and opportunities provided by companies with the goal to create a society in which children have access to a variety of "experiences".

"Since its foundation, Suntory Group has been engaged in various social contribution activities based on the corporate value of "Giving Back to Society," said Nobuhiro Torii, Executive Vice President and CSR Department Division COO of Suntory Holdings Ltd. "The company's social welfare activities can be traced back to its founder, Shinjiro Torii, who established a clinic to provide free medical care and medicine to those in need. We

will cherish this starting point, we will strengthen our efforts to be close to children who are facing difficulties. Hand in hand with NPOs that have pioneered in this field, we aim to realize a society in which children, full of unknown potential, can take on challenges with vigor and enthusiasm.”

With the purpose to inspire the brilliance of life, by creating rich experiences for people, in harmony with nature, and the founding spirit of giving back to society, Suntory Group has been engaging in various activities to benefit the public. For children, who will lead the next generation, the group provides opportunities for the development of rich individuality and character through environmental education such as "Mizuiku — Education Program for Nature and Water" and in the fields of music, art, and sports.

In today's Japan, there are no small number of children in difficult circumstances. The group will continue to strengthen efforts in the hope of realizing a society in which all children can have motivation, hopes, and dreams.

For more information about Suntory Group's CSR activities, see [here](#).

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](#).