

# Social

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# Respect for Human Rights

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The Suntory Group considers respect for human rights to be one of its responsibilities as a global corporation, and to be of vital importance in the Group's business activities. To ensure that the human rights of everyone involved with our business activities are respected, in line with the Suntory Group Human Rights Policy, we are holding dialogue with and engaging with a wide range of stakeholders, including employees, suppliers, local communities and NGOs, and we are working to further strengthen our existing human rights initiatives.

## Policies and Our Approach

### Formulation of the Suntory Group Human Rights Policy

In 2019, the Suntory Group formulated the Suntory Group Human Rights Policy, based on business-specific key issues identified through dialogue with external human rights experts. Since then, we have been promoting activities to address important human rights issues, incorporating ongoing feedback from external experts obtained through dialogue. In 2024, to further promote respect for human rights, we revised the Suntory Group Human Rights Policy, which positions respect for human rights as a priority theme among issues to be addressed by the Group.

Policy formulation and revisions are carried out with Board of Directors' approval, and the Policy has been translated into nine languages spoken in countries where the Group does business. All company officers and employees are made aware of the Policy through e-learning and the company intranet.

Internally, we are also promoting further understanding of the Code of Business Ethics. Externally, we encourage suppliers and other business partners to understand the Suntory Group Human Rights Policy and we distribute copies of the Suntory Group Supplier (Partner) Guidelines, which include our requests and expectations relating to human rights. We also request that suppliers and partners confirm their agreement with these Guidelines.

Furthermore, we are introducing clauses in our vendor contracts requesting business partners to support our efforts to respect human rights, and are engaged in activities to promote respect for human rights throughout our value chain.

- [Suntory Group Human Rights Policy](#)
- [Suntory Group's Code of Business Ethics](#)
- [Supplier Guidelines PDF](#) 

### Human Rights of Vulnerable Group of People

In conducting our business activities, we believe it is crucial to be aware particularly of the human rights of vulnerable groups of people (women, children, migrant workers, etc.) in our own operations and **supply chain**. As a corporate signatory to the UN Global Compact, we promote human rights due diligence with awareness of global frameworks such as the Women's Empowerment Principles, the Children's Rights and Business Principles, and the International Convention on the Protection of the Rights of All Migrant Workers and Members of their Families. Furthermore, we also expect Suntory Group's suppliers to the same and respect the human rights of people in circumstances of vulnerability.

We also consider it crucial to protect land tenure, water access rights, and the rights of indigenous peoples. We will therefore promote human rights due diligence taking into account global frameworks such as the Voluntary Guidelines on the Responsible Governance of Tenure of Land, Fisheries and Forests in the Context of National Food Security (VGGT), the IFC Format Standard, and ILO Indigenous and Tribal Peoples Convention (No. 169). Furthermore, we expect the same respect from the Suntory Group's suppliers, including respect for ILO labor standards.

Additionally, we understand the important role played by human rights defenders, and regard them as stakeholders with whom we can collaborate in promoting human rights due diligence. We do not tolerate any discrimination or violence of any kind toward human rights defenders, and we require the same commitment from our suppliers.

## Suntory Group Migrant Worker Employment Guidelines

Regarding migrant workers, who are vulnerable to forced labor, in February 2023 we established the “Suntory Group Migrant Worker Employment Guidelines,” an internal policy that gives guidance to own operations related divisions as well as suppliers and business partners on how to prevent risks from materializing, and also how to provide remedy based on the IHRB’s “Employer Pays Principle” in the case that risks have materialized. These guidelines define the main issues that migrant workers might face, and specify the steps that can be taken in response.

### <Key Points from the Migrant Worker Employment Guidelines>

- (1) The Guidelines specify the main issues facing migrant workers, including vulnerability to being made to bear recruitment costs and related expenses, to issues relating to retention of ID documents, etc., and to issues relating to the provision of suitable housing. They also explain the steps that should be taken in response.
- (2) The Guidelines clearly enunciate the principle that no worker should be required to pay for a job, i.e., the costs and fees relating to recruitment and arranging jobs (as defined by the ILO) should be borne by the employer and not by the worker.

The Suntory Group is working to enhance awareness of potential risks relating to migrant workers by sharing the “Suntory Group Migrant Worker Employment Guidelines” with key internal divisions and with relevant suppliers and business partners, and is working to ensure that these risks do not become actualized, and that appropriate measures are implemented speedily to minimize their impact if they do become actualized. Based on these Guidelines, we are leveraging the Sedex and SMETA management processes (including several checkpoints regarding labor practices in relation to migrant workers) and implementing monitoring, to prevent the charging of fees to workers in the **supply chain**.

## Promoting Structure

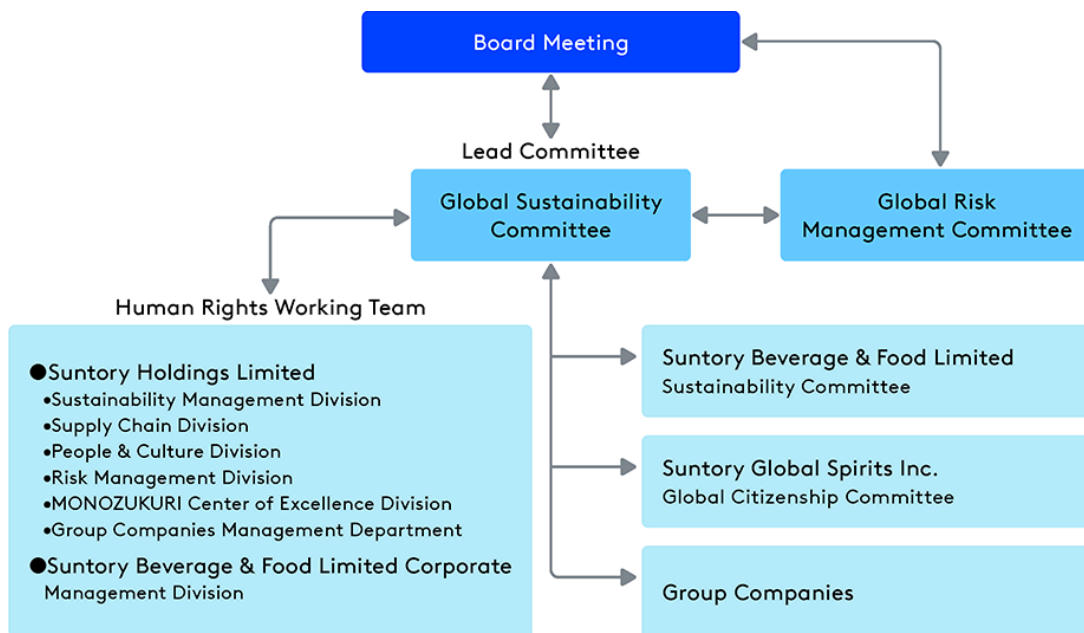
The Human Rights Working Team, consisting (among others) of the Human Resources, Legal, Sustainability Management, Procurement, and Business Management Divisions, serves as the driving force behind activities to promote human rights due diligence, and regularly formulates strategies and monitors activity progress, which it reports to the Global Sustainability Committee and, as necessary, to the Board of Directors. The Global Sustainability Committee met twice, in February and April 2024, to report on Group-wide human rights due diligence activities, and discuss topics including revision of the Human Rights Policy. Furthermore, during this process, the committee consulted with external experts and human rights NPOs, and took their opinions into account in internal discussions.

With respect to day-to-day operations, the Human Rights Group of the Sustainability Management Promotion Division, whose members include general and section managers, serves as the secretariat for the aforementioned Human Rights Working Team, and meets monthly. In addition, at approximately six-month intervals, human rights representatives from the Human Resources, Legal, Compliance, and Procurement Divisions in each international Group company meet as Global Human Rights Working Teams to address human rights-related issues. The Chief Sustainability Officer (CSO) is responsible for human rights-related activities, and activities relating to relevant themes, such as child labor and forced labor, are included in CSO compensation criteria to incentivize their promotion.

## Integration with Corporate Risk Management

The Global Sustainability Committee assesses human rights risks as a top-priority issue in our corporate management in cooperation with the Global Risk Management Committee, which is in charge of risk management for the entire Group, and regularly engage in information sharing and discussions about corporate risk management. We also collaborate and communicate with outside experts, such as lawyers specializing in human rights.

The discussions of the Global Sustainability Committee and Global Risk Management Committee are reported to the Board of Directors as appropriate. In addition, we respond to Japanese traditional human rights issues through our Human Rights Education Promotion Committee, which consists of a central committee and Human Rights Promotion Committee members from each business location.

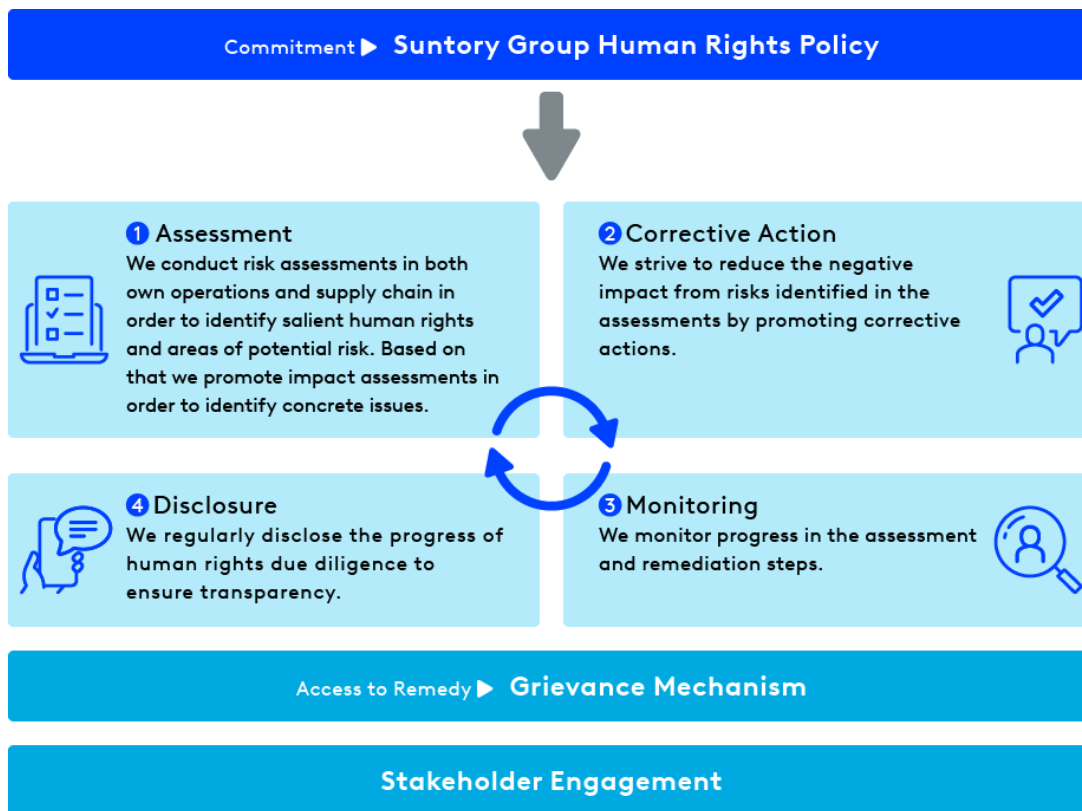


## Due Diligence Process

Based on the United Nations Guiding Principles on Business and Human Rights (UNGPs) as a framework for implementation, we comply with relevant laws and regulations in each country or region where we operate, and conduct human rights due diligence in own operations and **supply chain** under the following process.

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## Identifying Stakeholders

We believe that identifying and engaging stakeholders is important when promoting human rights due diligence. Stakeholders mentioned here include rightholders, as well as other related stakeholders (NGOs / NPOs, experts, etc.). We have discussed with external human rights experts to identify our key stakeholders in consideration of our business structure. These key stakeholders are:

- (1) Our employees, outsourced manufacturing employees, and the local community around the plants.
- (2) Our business partners' employees (suppliers, farms), the local community around our business partners' plants and agricultural fields.
- (3) Investors, benchmarking organizations
- (4) NGOs, experts
- (5) Customers

## Assessment

### Identifying Human Rights-Related Risks

The process of formulating the Suntory Group Human Rights Policy involved understanding the characteristics of our **supply chain**, particularly our own plants and the agricultural products from which our products are made, while leveraging information from a variety of external human rights-related reports. We also engaged in dialogue with human rights experts, and positioned issues that are important in our global business activities as key human rights themes to be addressed by the Group (and listed in the Policy). In implementing our business activities, we are promoting risks assessment internally and in our **supply chain**, focusing on these priority human rights themes.

To ensure that our company, and the Suntory Group as a whole, constantly maintains an up-to-date awareness of global human rights risks, we are engaging in periodic dialogue with NPOs and with human rights experts from the UN, and the fruits of this dialogue are reflected in our human rights due diligence strategy.

We are also strengthening our risk identification process by using risk data from the global consulting firm Verisk Maplecroft.

### Assessing Human Rights Risks

To manage human rights risk in the **supply chain**, we assess risk for both existing and new suppliers by making use of Sedex's SAQ and risk assessment tools, SMETA information, and third-party interviews. These assessments take the geographic, economic, and social considerations into account, and incorporate the

perspectives of the different regions and rights-holders that are prone to specific human rights risks. Based on this information, we promote detailed evaluation through interviews with migrant workers, etc. and corrective actions on key findings at suppliers, starting from high risk areas/issues.

## [Risk Assessment]

### ● Internal Operations

To promote risk assessment as a part of our human rights due diligence process, we have conducted a potential risk assessment in collaboration with Verisk Maplecroft, a global risk consulting company, for the countries in which our global total of 90 factories are located, using general country and industry data. The results obtained through this assessment indicated that, of the countries in question, countries that have a high risk of child labor and forced labor where we have plants were: India, Vietnam, Mexico, Thailand, and Malaysia.

Going forward, we will carry out individual evaluations targeting those factories located in high-risk areas.

#### Potential risk assessment results (overall)\*:

Low risk:	61 factories	68%
Mid risk:	21 factories	23%
High risk:	8 factories	9%
Very high risk:	0 factories	0%

\* Covered human rights risks: child labor, forced labor, working hours, fair wages and welfare, discrimination, harassment, freedom of association and right to collective bargaining, access to remedy, health and safety

### ● Supply Chain

In order to promote risk assessment as a part of our human rights due diligence process, we have conducted a potential risk assessment in collaboration with Verisk Maplecroft, a global risk consulting company, for our major ingredients using general country and industry data. (major ingredients × country combinations for a total of 124 patterns)

#### Potential risk assessment results (overall)\*:

Low risk:	21 items	17%
Mid risk:	58 items	47%
High risk:	37 items	30%
Very high risk:	8 items	6%

\* Covered human rights risks: child labor, forced labor, working hours, fair wages and welfare, discrimination, harassment, freedom of association and right to collective bargaining, access to remedy, health and safety

The results of this potential risk assessment showed that the following items had very high risk and very high potential impact (in terms of being items where procurement volume is high) from the perspective of child labor and forced labor.

Forced labor: coffee, oolong tea, ethanol, and sugar

Child labor: coffee and sugar

[▶ For more information, see Sustainable Procurement.](#)

## [Impact Assessment]

### ● Own Operations

#### Impact Assessment at Own Plants

We are using Sedex in order to visualize human rights risks and strengthen management at our own plants. We are assessing the management capability in relation to potential risks in 4 categories: (1) labor practices, (2) health and safety, (3) business ethics, and (4) environment. Assessment began in the first half of 2022, initially targeting our 20 factories in Japan (belonging to our beer business, spirits business, and beverage business) as well as 6 spirits and beverage factories in overseas regions where there is a high level of potential risk (specifically, India, Mexico, Malaysia, and Thailand). Since the second half of 2022, the scope of assessment has been expanded to other factories.

(Number of plants)

	Potential risks			Management capability		
	High	Medium	Low	High	Medium	Low
Japan	0	2	18	20	0	0
India	0	1	0	1	0	0
Mexico	0	1	0	1	0	0
Malaysia	0	1	0	0	1	0
Vietnam	0	6	0	1	5	0
Thailand	0	2	3	5	0	0
Philippines	0	0	1	1	0	0
Taiwan	0	1	0	1	0	0
New Zealand	0	0	1	1	0	0
France	0	3	2	4	1	0
Spain	0	2	1	1	2	0
United Kingdom	0	5	2	1	6	0
Ireland	0	1	1	0	2	0
Canada	0	1	0	0	1	0
United States	0	5	0	0	5	0

As shown in the figure above, of the 60 factories, 37 factories had "high" management capability, 23 factories had "medium" management capability, and no factory had "low" management capability toward the potential risks.

Particular attention was paid to confirming the situation in regard to child labor and forced labor, which we consider to be important human rights risks.

- Child labor  
While there were no cases of workers under the age of 15, there were two factories with workers under the age of 18, so we are working to confirm to the actual situation regarding labor.
- Forced labor  
We have confirmed that there are several migrant workers in 21 of our plants overseas. We are currently working to assess the situation in line with the Migrant Worker Employment Guidelines.

For factories with lower management capability, we will continue to strengthen management of important human rights risks. From next year onwards, we will be making effective use of Sedex to help realize sustainable management.

## ● Supply Chain

The Suntory Group is working to promote activities for respecting human rights throughout the entire **supply chain** while linking to business partners by establishing the Basic Policy on **Supply Chain** Sustainability.

## Impact Assessment by Sedex

We joined Sedex in June 2019, and since then we are requesting our suppliers to share information through Sedex by answering to the SAQ\*. These SAQs evaluate the potential social risks in the **supply chain** by focusing on child labor, forced labor and other human rights issues as well as considerations toward the work environment and occupational safety. As of November 2023, we have confirmed that over 1,150 manufacturing sites of approximately 750 major suppliers have

joined the Sedex. We will continue to promote all major suppliers to join the Sedex. We will prioritize the strategy for each region based on the result of the risk assessment to formulate an action plan and promote corrective actions when needed.

\* SAQ:Self-Assessment Questionnaire\*

### Impact Assessment Status

The Suntory Group identifies potential and actualized risks using a risk assessment tool offered by Sedex. Specifically, we evaluate the ability to manage potential and actualized risks of the suppliers with SAQ. In addition, we also confirm actualized risks based on third-party audit information that can be checked on Sedex.

### Potential Risks of Suppliers (As of November 2023)

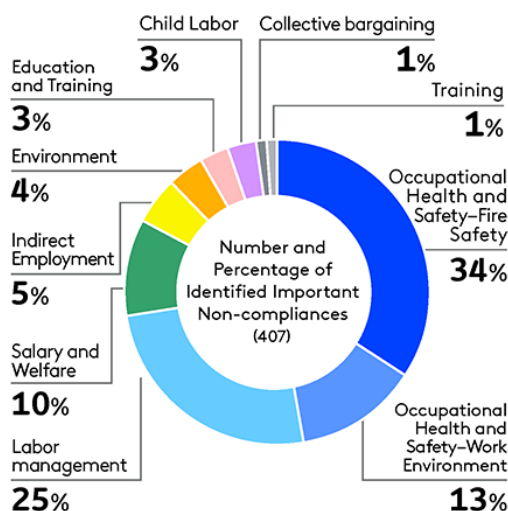
We continued our risk assessments through Sedex, during which we obtained data for 1,084 manufacturing plants from suppliers worldwide (an increase of 12 from November 2022).

(Number of manufacturing sites/%)

	November 2023		Fluctuation	November 2022	
Low	301	28%	19	282	27%
Medium	623	57%	8	615	59%
High	78	7%	-8	86	8%
Waiting for answer	82	8%	-7	89	9%
Total	1,084		12	1,072	

### Actualized Risks of Suppliers (As of November 2023)

The total number of non-compliances identified was 407 (an increase of 57 from November 2022).



### Monitoring through Supplier Assessment Questionnaires

We also conduct sustainable procurement questionnaires targeting suppliers that have not joined Sedex. We examine not only our existing suppliers to identify those that are at high risk, but also assess potential new suppliers before we start business relationships.

In addition, the Suntory Group shares the Suntory Group Supplier Guidelines with our overseas Group companies and verifies initiatives toward sustainability at each company at the Global Procurement Conference in which our overseas Group companies participate.

### Conducting Human Rights Due Diligence Related to Migrant Workers

In line with advice from international experts that we received during Group-specific dialogue hosted by Caux Round Table Japan (CRT) in 2019, we are assessing the labor conditions of migrant workers regularly, including that of foreign technical intern trainees, which are a particularly vulnerable type of rightsholder in Japan.

We engaged CRT to conduct third-party human rights impact assessment interviews at the Tsuzuki and Takatsu Plants of Izutsu Maisen Co., Ltd., a Group company



that hires foreign technical intern trainees. Interviews were conducted in 2024, following on interviews in 2021. Taking into consideration that all interviewees were non-Japanese females, we identified particularly important human rights risks that could arise in the interview context, and conducted direct interviews in a way that allowed rightsholders to freely express their opinions with total anonymity. As a result, CRT Executive Director Hiroshi Ishida commented, "The relationship between foreign workers and Japanese employees is good at both plants, which are aware of the need to position foreign workers as important strategic assets, and provide them with good treatment." In addition, the assessment found no significant negative human rights impacts on foreign intern trainees, such as being forced to work long hours, non-payment of wages, or working under hazardous conditions. Comments received, such as those regarding knowledge of evacuation procedures and of the content of employment contracts, will be reviewed with the goal of making improvements. Aiming to further improve the workplace environment for foreign workers, we will engage in effective communication and maintain good working relationships going forward.

[\(Report\) Suntory Holdings Limited Findings from Interviews with Foreign Workers\(PDF : 733KB\)](#) 

## Corrective Action

As part of our efforts to promote corrective measures, if it becomes clear that Suntory Group business activities have directly caused negative impacts on human rights, or if indirect negative impact through business relations come to light or are suspected, the Suntory Group will take corrective measures (remedy) through dialogue with related parts, based on international standards and through appropriate procedures. Furthermore, we expect Suntory Group's suppliers to undertake corrective measures (remedy) as well. In order to implement corrective measures, we will also work with external organizations such as human rights experts (NPOs) and Sedex to engage suppliers regarding any issues discovered, and to work together on corrective steps.

### Corrective Process (Remedy)

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As stated in our Human Rights Policy, our key themes in human rights include child labor, forced labor, discrimination and harassment, freedom of association, and a good working environment (health and safety). We have identified numerous questions in the Sedex SAQ that relate to each of these key themes, and we use them for assessment and ongoing monitoring in our own plants and **supply chain**. We currently conduct continuous monitoring of our suppliers through Sedex, representing over 70% of our purchasing volume globally, and we strongly engage suppliers which we have been able to identify actualized risks. The monitoring process leverages also SMETA audit information on the **supply chain**, including interviews with local workers. In this way, we try to leverage the voices of rightholders.

Our remedy process using Sedex and SMETA information is as follows:

#### Cases of Potential Risk

1. Goal: to confirm that sufficient measures are taken toward avoiding potential risks.
2. Index: Sedex risk and management scores.
3. Timeframe: check the risk score and management capability score periodically (about once every six months), and confirm the status of the improvement activities of business partners.

#### Cases of Actualized Risk

1. Goal: bring actualized risks down to zero.
2. Index: key findings of third-party audit.
3. Timeframe: confirm within 6 months that the identified issues have been resolved.

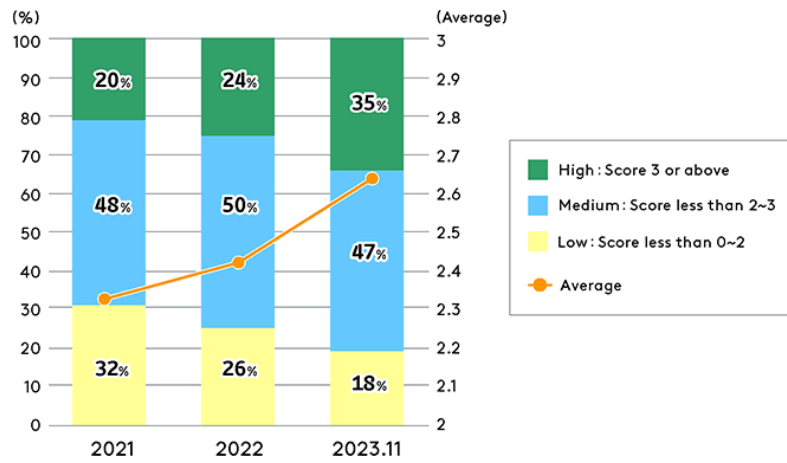
In cases that we cannot confirm that the identified risks have been resolved, we will encourage them to undergo a SMETA audit and strongly urge them to make improvements.

### Potential Risks of Suppliers (As of November 2023)

Regarding the above-mentioned potential risks that can be confirmed in Sedex, we also assess the management capability of our suppliers' manufacturing sites in respect to the potential risks. Based on that, we engage with manufacturing sites, in particular sites with "high risk + low management capability" and work together with them to improve their management capability. As a result, the management capacity of many manufacturing plants has improved since 2021, when we began reaching out to suppliers. Going forward, we will continue to engage our suppliers and promote improvement activities.

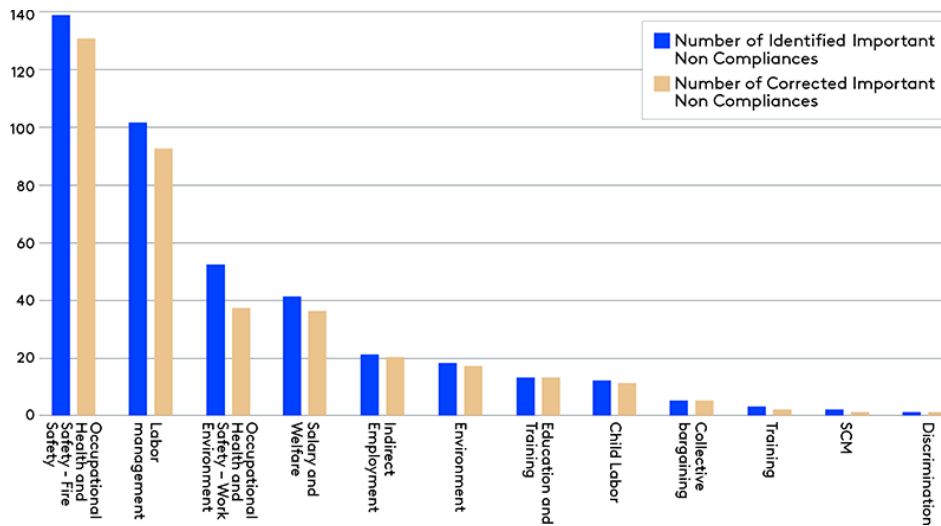
In addition, we are working to clarify which plants have migrant workers (who are seen as being subject to a particularly high level of human rights risk) working there, as well as the number of migrant workers, and to confirm whether the issues that are specific to migrant workers are being actualized.

### Changes in Management Capability Scores



### Actualized Risks of Suppliers (As of November 2023)

We communicate directly with suppliers regarding issues identified in Sedex by third-party audits, and we check that these issues are corrected within six months of having been pointed out. Of a total of 407 important non-compliances specified as of the end of November 2023, we confirmed that 365 have been corrected. We will continue to engage with suppliers on the remaining non-compliances as we move ahead with remedial actions.



More specifically, we have reviewed all Sedex SAQ responses regarding the following key human rights themes, and identified data indicating potential risks. At the same time, we have reviewed the findings of SMETA audits, to be check whether any potential risks have been actualized. In those cases, we engaged with the suppliers in question and confirmed the status of the corrective actions taken.

#### • Child Labor

We regard child labor as one of the key human rights risks in **supply chains**, and are strengthening management of suppliers through Sedex and SMETA audit information. For example, we use the questions in Sedex to identify direct and indirect workers who may be considered underage workers (under 15). In addition, based on actual on-site audits conducted through SMETA, we confirmed that worker age verification is being performed properly, and corrective actions are being taken when issues become apparent.

A review of SAQ responses from approximately 1,050 manufacturing sites indicated that there was no child labor by those under the age of 15. At 5% of plants, there were workers of ages 16-17, which by itself is a legal working age on the countries where those workers were found. The findings of one SMETA audit also noted a 17-year-old worker, but we have confirmed that this was not a problem under local law.

In addition, 10 instances of inadequate worker age records and verifying documents were noted, but we have engaged the suppliers and confirmed that the recording methods have been corrected.

#### • Forced Labor

We consider forced labor to be one of the key human rights risks in **supply chains** and are strengthening management of suppliers through Sedex and SMETA audit information.

##### 1) Recruitment fees

A review of SAQ responses from approximately 1,050 supplier manufacturing sites showed that 4% of respondents had no policies, and 1% of the respondents had

no initiatives to address the burden of recruitment fees on workers. In addition, 1% of the respondents indicated that the workers bear costs in some form. SMETA audits found five instances of non-compliance related to the burden of recruitment fees on workers, but we confirmed that these had already been addressed by revising the supplier's internal regulations, and through refunds and other measures. Similarly, there were three findings regarding wage reductions, but we confirmed that there were no deductions that were problematic under local law.

## 2) Wages

A review of SAQ responses from approximately 1,050 supplier manufacturing sites showed that 95% of wage payments occurred digitally, such as by bank transfer, and only around 2% of payments were cash. Sixteen percent of responses indicated challenges in managing overtime pay for indirect employees.

Approximately 0.1% of sites reported a minimum wage difference of 50% or more between men and women. As such, there was no gender wage gap issue.

The review also showed lack of visibility regarding indirect employees' minimum wage. SMETA audit findings also included 38 instances of non-compliance related to wages.

We have engaged our suppliers and confirmed that currently there are no confirmed cases of uncorrected wage issues (the issues found had been solved).

## 3) Freedom of movement

No risk information regarding freedom of movement was found in the SAQ responses or the SMETA audit.

## 4) Working hours

Based on a review of SAQ responses from approximately 1,050 supplier manufacturing sites, approximately 85% had a working-hour management system, and 15% had manual management. Sixty-six of the SMETA audit findings related to recording and managing working hours.

Going forward, we will work to engage with suppliers in upgrading their working-hour management methods.

## ● Freedom of Association and Collective Bargaining

We consider impediments to freedom of association and collective bargaining to be one of the key human rights risks in **supply chains**, and are strengthening management of suppliers through Sedex and SMETA information to prevent infringement of these rights. For example, we leverage questions in Sedex to check the presence of labor unions, as well as processes and organizations in which workers can participate and have their participation reflected in decision-making by the supplier company. In addition, we confirm through SMETA audit data whether the rights to freedom of association and collective bargaining are being protected, and engage in corrective actions when issues become apparent and are uncorrected.

On the point of whether processes, organizations, and arrangements were in place for workers to use and reflect in company decision making, the SAQ data indicated that 14% of supplier manufacturing sites did not have these mechanisms in place. In addition, data from the SMETA audit included five findings related to freedom of association and collective bargaining, but we have confirmed that corrections have already been made.

## ● Health and Safety

We regard health and safety to be one of the key human rights risks in **supply chains**, and we are strengthening management of our dealings with our suppliers through Sedex and SMETA information to promote their health and safety conditions. For example, we leverage questions in Sedex to check facts such as whether a health and safety policy is in place, whether there have been any serious work accidents, the numbers of participants in fire safety drills, and the supplier's existing efforts to enhance health and safety. We also analyze similar data through SMETA audits and engage in corrective actions when issues are apparent and uncorrected.

The SAQ data showed that 2% of production plants had more than 100 recorded accidents in the past 12 months, and 1% reported more than 20 serious accidents. We will engage with these high-risk supplier manufacturing sites and work toward enhancing their occupational safety. Data from the SMETA audit also showed 190 instances of health and safety non-compliance, with remedial actions having already been taken with respect to 167. We will continue to engage with suppliers on the 23 instances of non-compliance for which corrective actions are still pending. Corrective actions for the health and safety risks found through the Sedex's SAQ answers and non-compliance by SMETA were shared with other suppliers in an effort to improve health and safety management (FY2023).

## ● Land Rights

We are strengthening management of suppliers through Sedex information to identify human rights risks related to land rights. Specifically, we leverage questions in Sedex to determine whether the land on which a given supplier's production plant is sited was used as a residence before construction. The SAQ results showed that 1% of such land was used for residential buildings prior to conversion to an industrial site. We will engage with the suppliers to confirm whether there is a possibility that the conversion could have led to a violation of land rights.

## ● Water Access and Sanitation

We are strengthening management of suppliers through Sedex data to understand risks related to the water access and sanitation rights of local communities. For example, we leverage questions in Sedex to check various pollution risks (soil, rivers, etc.) from supplier operations, their water usage volumes, whether they manage wastewater, and management of water quality impacts on local areas. The SAQ results showed that 5% of the manufacturing plants were not managing the quality of their wastewater. In other plants, wastewater quality management and internal education were being implemented. The SMETA audit data showed three instances of water treatment non-compliance, and we are confirming corrective action with suppliers.

## • Women's Rights

We are strengthening management of suppliers through Sedex data to identify risks related to women's rights. For example, we leverage questions in Sedex to check the ratio of male to female workers, the ratio of female managers, whether anti-discrimination policies are in place, and rates of absenteeism and turnover among female workers. The SAQ data showed that 5% of manufacturing sites did not have separate washing facilities for men and women. During the previous year, 2% of manufacturing sites had a turnover rate among female workers of more than 50%, while 3% of sites saw the same turnover rate for male workers. One percent of manufacturing sites had an absenteeism rate among female workers of more than 30%, while 3% of sites saw the same absenteeism rate for male workers. The data from the SMETA audits did not demonstrate any non-compliance in this respect.

## • Remedy

For example, Sedex questions were used to identify employee grievance notification mechanisms and grievance handling management. SAQ results indicated that approximately 70% of plants had a mechanism for reporting through a labor union, 75% had one for direct appeals to management, and 55% maintained a reporting hotline. These mechanisms were for onsite workers; the number of plants with mechanisms for offsite workers was close to zero, and we regard this as an issue that needs to be addressed throughout the **supply chain**. No issues relating to grievance handling were noted in the SMETA audit data.

## • Training

For example, Sedex questions are used to confirm employee training status. SAQ results indicated that approximately 50% of plants provide labor, human resources, and recruitment policy training, with over 200 employees trained on average. About 65% of plants provide environment-related training, with approximately 30 employees trained on average, mainly managers. About 70% of sites provide bribery-related (business ethics) training, with approximately 180 employees trained on average. Approximately 50% of sites have received training in responsible sourcing, with approximately 25 procurement-related employees receiving training on average. Approximately 20% of sites provide similar training to external suppliers.

SMETA audit data indicated that employees were not receiving required health and safety training at three sites, and were not receiving training on business ethics- and bribery-related training at 13 sites. While we are engaging with suppliers to confirm that corrective actions are under way as needed, we are aware that such training for employees and suppliers presents challenges, and will recommend that suppliers utilize Sedex e-learning and other training programs going forward.

## Measuring the Effectiveness of Actions Taken (Monitoring)

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We measure the effectiveness of our assessment and remediation efforts through Sedex at our plants and in our **supply chain** by measuring the degree of improvement across multiple risks (health and safety, worker age, discrimination, work based on free choice, etc.) before and after the execution of remediation efforts addressing the risks we have identified through the Sedex. In the case of Sedex assessment, there are items for which it is challenging to reduce the potential risk, but even if the potential risk is high, the risk can be controlled if the management capability is high. Based on this premise, we focus on improving management capability as we undertake corrective actions at our own plants and with our suppliers.

Furthermore, as part of the series of steps noted above, we provide feedback to stakeholders on the results of our effectiveness measurement, and carry out direct engagement that leads to further actions for improvement.

## Action Plan

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While taking into consideration the risks and other factors identified through the above process, we will implement the following priority initiatives as our action plan.

### • Own Plants

We will carry out assessment activities utilizing Sedex's new assessment SAQ at principal domestic- and international-business plants during 2024 and 2025. We also plan to promote similar Sedex assessment activities with contract manufacturers and with subcontractors operating in our plants.

### • Supply Chain

With regard to 1st tier suppliers, we will continue to promote the remedy of important non-compliances that have become apparent through Sedex, and will continue to encourage suppliers to improve their management capabilities with regard to potential risks. In addition, we will move forward with impact assessments for upstream suppliers in our main raw materials **supply chain**.

### • Migrant Workers

We will identify sites other than our own plants where migrant workers (especially technical intern trainees) are present, and consider necessary steps depending on the degree to which the significant risk of forced labor is present.

### Internal Reporting System

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#### • Hotline

The basic rule in Suntory is that when an employee discovers actions that breach the Suntory Group's Code of Business Ethics, he or she must first report it to the supervisors and seek their advice. However, we have also established a Compliance Hotline both internally (our Compliance Office) and externally (3rd party law firm) as contact point for all of the Group companies in Japan in order to quickly discover and resolve compliance issues when reporting or consulting with a supervisor is not appropriate.

Both mechanisms are available in multiple languages so that foreign employees who do not speak Japanese fluently can use easily use them. In addition, we provide an independent internal contact point at 11 Group companies and conduct annual training to improve the response of those in charge of this independent contact point in the Compliance Department.

We have also implemented a global contact point for compliance issues encompassing all Group companies in Japan and globally as part of our global risk management system.

This contact point supports multiple languages such as English, Chinese, and Spanish, and accepts reports and consultations from multiple countries. Additionally, in order to avoid accessibility issues due to technical or financial reasons, we have made this mechanism accessible to all employees through different methods (digital and analog), including web, smartphones, telephone, and mail. The internal awareness of this mechanism is measured every year through initiatives such as the "Employee Awareness Survey" as a way to engage users and assess the current mechanism, and the current awareness rate is over 90%. We also strive to keep improving the awareness rate and accessibility of this mechanism by sharing these results (including comparisons with previous year) with our top management.

In 2022, a total of 215 reports were received through these contact points in Japan and overseas (99 reports were received by Suntory Beverage & Food Group). Roughly 60% of the reports received in Japan were about labor, personnel and management issues, including human rights related issues.

If there is a suspicion of non-compliance based on the content of the report, we take into consideration the privacy protection of all persons involved in accordance with the Suntory Group Internal Reporting System Regulations. In that case, the compliance officer promptly conducts a confidential investigation within the company, and promptly requests correction while escalating to the relevant executive in charge, so that measures can be taken as soon as possible in order to avoid any negative impact to the reporter. The results of the survey are shared to the reporter and management, respectively, to promote corrective measures and prevent recurrence. After a certain period of time has passed after the response, we close the case once we receive a report on the state of change from senior management as a follow-up.

Furthermore, regarding measures against harassment, which is a priority issue, in many cases there is a difference in values with colleagues and related parties, so we aim to create a culture where both sides can recognize the difference by providing an opportunity to learn about "conscious bias," and in this respect we are holding seminars to promote a more tolerant organization.

#### Protecting the Reporters

Based on our internal regulations, the Suntory Group prohibits any type of negative impact such as retaliation or spread of rumors and does not force confidentiality on the reporters. In order to achieve this, when the Compliance Office conducts an investigation, it identifies the persons concerned and then confirms the "internal reporting system regulations," protecting thus the rights of the reporter. In addition, during the interviews with the reporter on the closing of each case, we also check that reporters have not suffered any disadvantages during the process. Furthermore, we are working to create a culture in which compliance reports are protected not only by the persons concerned, but also by the entire workplace by proactively disseminating the "internal reporting system regulations" within the company on a daily basis.

#### [Suntory Group's Compliance](#)

### External Reporting System

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Since its founding, the Suntory Group has placed customer satisfaction first and valued proactive communication with customers. In addition, based on our belief that all our stakeholders are customers, suppliers are also regarded as important customers. Therefore, when promoting human rights due diligence, we think it is important that not only our employees, but also our direct suppliers, their own suppliers, as well as other related parties (their local community, etc.) have access to a grievance mechanism, including human rights issues.

Furthermore, as stated in our supplier guidelines, we expect suppliers to establish similar grievance mechanisms (with no retaliation) within their own **supply chain**, thereby striving to promote access to remedy upstream in our **supply chain**. Currently, we have established a Customer Center as a contact point for suppliers and their related parties (communities) to use. The Customer Center accepts inquiries from all customers.

For human rights issues and other inquiries from suppliers, please contact us using the form below (English/Japanese available)

#### [Contact Us](#)

## Grievance Mechanism for Migrant Workers

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In order to strengthen our human rights due diligence efforts, the Suntory Group joined the "Japan Platform for Migrant Workers towards Responsible and Inclusive Society" (JP-MIRAI) multi-stakeholder initiative in 2023. With this step, we aim at building a grievance mechanism in which we can gather not only the voices of our **supply chain** workers and/or their representatives without any type of retaliation or censorship (particularly from vulnerable groups such as migrant workers), but also directly share with them helpful information regarding life in a foreign country, how to obtain language support, etc. in order to improve their quality of life and protect their rights.

Users can seek for help anonymously by phone, chat, or email, and they are first connected to an independent NPO specialized in supporting migrant workers, who then escalates to us based on the contents shared by the worker. After that, we promptly analyze if any risks may be occurring, and engage the corresponding parties in order to help the worker and deliver remedy as soon as possible.

This service is available in 9 languages: "easy" Japanese, English, Spanish, Portuguese, Bahasa Indonesia, Vietnamese, Tagalog, Chinese and Burmese.



> **More information about JP-MIRAI can be found on the following link : <https://jp-mirai.org/en/>** 

## Stakeholder Engagement

We utilize information on Sedex and third-party interviews as key processes to engage with stakeholders (rightsholders).

As an example of information gathering through Sedex, when we implement Sedex at our own plants, we communicate directly with the office management of each plant to exchange opinions from the perspective of human rights risks. An example of our third-party interviews can be seen in the third-party interviews conducted by CRT with migrant workers (foreign technical intern trainees) at our group company Izutsu Maisen in February 2024. In doing so, we listened to their perspectives on human rights and related issues of migrant workers (communication, cross-cultural understanding, and creating a more comfortable workplace). We regard this as important information to be used in our future human rights due diligence efforts.

## Communication with Business Partners

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We believe that communicating with stakeholders on human rights risks and impact is critical to our stakeholder engagement.

For example, we carry out direct communication that is attentive to rightsholders (as in the interviews with migrant workers at Izutsu Maisen described above), and we communicate through briefings for suppliers (on supplier guideline compliance).

On the other hand, while identifying and approaching rightsholders upstream in the **supply chain** is a very important component of stakeholder communication, it is also a challenging area of activity that must be addressed step by step and after proper prioritization. We plan to engage and communicate with the main stakeholders of the high-potential-risk and high-impact raw materials that we identified.

## Human Rights Training for Suppliers

In 2022, the Suntory Group has started to hold annual training sessions on sustainability towards our main suppliers, with an agenda on human rights including child labor and forced labor, in which we engage our ingredients suppliers to think about these risks and act towards prevention and mitigation. On our first instance of these training sessions, we engaged more than 50 suppliers and 120 attendees. The effectiveness of this training is measured through the following Sedex results on human rights related scores.

Further, in November 2023 we held a meeting to exchange opinions with domestic packaging suppliers regarding occupational health and safety, including opinions regarding prevention of serious accidents, which is a cross-sectional issue, based on the Sedex assessment. Through discussion with suppliers, we debated which measures could be taken to prevent accidents during dangerous operations, for example when operating forklifts. In addition, suppliers gave presentations profiling their internal awareness-raising approach with respect to such measures. As a forum for proactive awareness-raising with respect to occupational health and safety, the meeting served as a Sedex human rights evaluation activity.

## Communication with Employees

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### Initiatives to Raise Awareness

Every year, the Suntory Group conducts a sustainability e-learning program for approximately 20,000 employees to learn about global ESG trends, including human rights, and the company's initiatives. In addition, to facilitate understanding of the Suntory Group's Code of Business Ethics (including human rights) among all officers and employees of the Suntory Group, and to encourage them to practice these ethics in their daily activities, we have included the Code in a booklet that

summarizes the Suntory Group's system of philosophy, which is distributed to all employees. To promote global understanding, we have translated the booklet into 11 languages, and its contents are read and signed once each year. Group companies outside Japan also carry out similar efforts to promote compliance and human rights understanding in various regions.

Regarding our corporate management, every year we provide briefings on sustainability encompassing human rights as part of our annual training for newly appointed managers. In addition, members and management of the procurement department, which is closely involved with human rights initiatives, are all provided with briefings on sustainability encompassing human rights.

## Freedom of Association and Collective Bargaining

The Suntory Group holds regular labor-management council meetings which bring together union representatives and senior managers, and we liaise closely with the union regarding everything from labor issues to managerial and business issues, with senior management responding in a serious manner to all points raised by the union. (All employees other than those holding managerial positions are required to join the union)

## Measures to Reduce Excessive Working Hours

Besides adhering faithfully to labor laws (including those relating to working hours) in each country where it operates, the Suntory Group also implements measures, through labor-management collaboration, to reduce long working hours and prohibit unpaid overtime, as well as encouraging employees to take their annual paid leave. In addition, we have adopted a system that enables daily checking of time-use data, including the amount of time spent using a computer, etc., and we provide support for employees to implement self-directed time management, while also formulating appropriate response measures, including the provision, where needed, of guidance on how to realize improvement.

## Dialogue with Experts

The Suntory Group holds regular dialogue with experts on human rights from Japan and overseas to strengthen initiatives related to human rights. In 2023, we engaged in dialogue with Human Rights Watch (HRW), a human rights NGO, and with human rights experts from other international NGOs. In our dialogue with HRW, we discussed the assessment of human rights risk which is necessary when developing a new business, and how to respond when a human rights issue becomes actualized. We also received advice from human rights experts associated with global NGOs regarding the need to review human rights related measures in light of the proposed Directive on Corporate Sustainability Due Diligence in the European Union.

In dialogue with global experts conducted in collaboration with the Caux Round Table Japan (CRT Japan), we engaged in a productive exchange of views regarding the scale and scope of support needed to address human rights issues in the upstream portion of the raw materials **supply chain**, and the right approach for this, as well as prioritizing in the value chain, dialogue with civil society, etc., and we received valuable advice regarding the best approach for responding to these kinds of issues, and the key points to consider.

Going forward, we will continue to engage in this type of dialogue, and will reflect the results of this dialogue in our human rights measures.

### <Dialogue with Experts in Recent Years>

Year	Contents
2019	<ul style="list-style-type: none"> <li>Ethical production activities and migrant workers in the Group's production sites</li> </ul>
2020	<ul style="list-style-type: none"> <li>Progress of the risk assessment activities for the Group's own factories and migrant workers.</li> <li>How to proceed efficiently and effectively risk assessment on raw ingredients and migrant workers in the corona disaster.</li> </ul>
2022	<ul style="list-style-type: none"> <li>Sharing of progress made in initiatives relating to forced labor risk and migrant workers in the upstream portion of the <b>supply chain</b></li> </ul>
2023	<ul style="list-style-type: none"> <li>Methods for determining human rights risk, and how to respond in the event that human rights risk becomes actualized</li> <li>The need to review human rights related measures in light of the proposed Directive on Corporate Sustainability Due Diligence in the European Union</li> <li>The scale and scope of support needed to address human rights issues in the upstream portion of the raw materials <b>supply chain</b>, and the right approach for this</li> <li>Prioritizing in the value chain</li> <li>Dialog with civil society</li> </ul>

## Statement on legislation of human rights due diligence by Group companies around the world

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➤ [Suntory Global Spirits Inc.](#) 

➤ [Suntory Beverage & Food Europe](#) 



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# Suntory Group Human Rights Policy

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The Suntory Group's purpose is "To inspire the brilliance of life, by creating rich experiences for people, in harmony with nature", in order to contribute to the realization of a thriving society. The Suntory Group recognizes that it may directly or indirectly impact human rights in the course of our business activities, and in order to respect the human rights of all people involved in our business activities, the Suntory Group Human Rights Policy (hereafter, this "Policy") set out herein, will promote our efforts to respect human rights. This Policy serves as the primary guiding principle for all other human rights-related policies within the Suntory Group.

## 1. Our Approach to Human Rights

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As a member of society, the Suntory Group recognizes the importance of respecting human rights in all business activities and respects the following international human rights principles:

- United Nations (UN) Universal Declaration of Human Rights;
- ILO Declaration on Fundamental Principles and Rights at Work and the Tripartite Declaration of Principles concerning Multinational Enterprises and Social Policy;
- OECD Guidelines for Multinational Enterprises on Responsible Business Conduct;
- UN Guiding Principles on Business and Human Rights (UNGPs);
- International Convention on the Protection of the Rights of All Migrant Workers and Members of Their Families;
- Children's Rights and Business Principles; and
- Women's Empowerment Principles

The Suntory Group complies with relevant laws and regulations in each country or region where it operates. If laws and regulations in the countries and regions contradict the principles of international human rights, we will seek ways to respect internationally recognized human rights to the greatest extent possible. Where laws and regulations in the countries and regions differ from the international human rights principles, we strive to follow the higher standard.

As a signatory to the United Nations Global Compact, we support and respect the Ten Principles of the UN Global Compact.

## 2. Scope of Application

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The Suntory Group applies this Policy to all Suntory Group executives and employees. We also require all business partners involved in our business activities, products, and services to understand and comply with the principles set out in this Policy. This Policy is incorporated in the Suntory Group's Basic Policy on Sustainable Procurement and the Suntory Group Partner Guidelines, and the specific requirements for partners are stipulated in these policies and guidelines.

## 3. Responsibility to Respect Human Rights

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The Suntory Group strives not to violate the human rights of anyone involved in our business activities and respects human rights throughout our value chain by taking appropriate measures to remediate any adverse human rights impacts.

## 4. Human Rights Due Diligence

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The Suntory Group establish a human rights due diligence system, identify our potential adverse human rights impacts, and work to prevent and mitigate such impacts. By conducting human rights due diligence, we will identify and assess themes and areas of human rights which are high risk in the value chain, and take corrective measures to remediate adverse human rights impacts. We will incorporate clauses related to the respect for human rights into our standard partner contract form, including a provision that requires partners to cooperate on human rights due diligence.

## 5. Remediation

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If it becomes clear that our business activities are causing or contributing to adverse human rights impacts, the Suntory Group will remedy the situation through stakeholder engagement and other appropriate procedures aligned with international human rights principles. We will work with partners to remedy adverse impacts which are directly linked to our operations, products, or services. We do not prevent stakeholders who are adversely impacted from using judicial or non-judicial grievance mechanisms and will collaborate with these mechanisms as necessary to provide remedy.

## 6. Grievance and Whistleblowing Mechanisms

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The Suntory Group offers various hotlines for executives and employees globally to report and consult human rights concerns. A designated contact point is also established to receive human rights concerns and inquiries from stakeholders including partners' employees, local communities, and customers. We prohibit any form of retaliation or discriminatory treatment against those who raise human rights related concerns. We will continuously review and improve our whistleblowing and grievance mechanisms to enhance their effectiveness.

## 7. Disclosure

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The Suntory Group will timely and appropriately disclose the progress and results of our efforts to respect human rights on our website, etc.

## 8. Stakeholder Engagement

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While implementing this Policy, the Suntory Group will take advice from independent experts and diligently engage in dialogue and consultation with internal and external stakeholders with the aim to understand and address adverse human rights impacts that arise or may arise from our business activities.

## 9. Education and Training

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The Suntory Group will provide appropriate education and training to our officers and employees so that this Policy will be integrated appropriately into our business activities and implemented effectively. We will provide our business partners with education and training as necessary.

## 10. Officer in Charge

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The Suntory Group will clarify the officer responsible for the implementation of this Policy and ensure its effectiveness. The Board of Directors of Suntory Holdings Limited is responsible for overseeing the compliance and implementation status of this Policy.

## 11. Important Themes regarding Human Rights

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The Suntory Group has established the Suntory Group Code of Business Ethics and aims to realize a corporate group that is rewarding, and respects diversity, inclusion and human rights. We position the following items as key themes in respecting human rights.

### Forced labor and human trafficking

We strictly prohibit any form of forced labor including human trafficking. The labor practices<sup>※1</sup> that may contribute to forced labor and human trafficking are also prohibited.

### Child labor and young workers exposed to hazardous work

We strictly prohibit employing any child under the legal working age as prescribed in the laws and regulations of the relevant country or region. We also prohibit the assignment of hazardous or night work to workers under 18. We will verify the age of newly recruited workers and provide remedial measures to children or young workers identified.

### Discrimination

We will build a workplace where everyone is treated fairly by respecting the rights and personalities of each individual and eliminating all forms of discrimination based on ethnicity or race, religion, sex, gender, sexual orientation, age, national or social origin, property, birth, language, disability, or other characteristics that are not relevant to a person's capacity and aptitude. We strive to accommodate requests related to employees' religious practices within reasonable limits.

### Inhumane treatment

We do not tolerate inhumane treatment that threatens an individual's dignity, including physical, sexual, racial, psychological, verbal, or any other form of harassment, bullying, or abuse.

### Freedom of association and collective bargaining

We will respect the basic rights of our employees to engage in freedom of association and collective bargaining. We will also prohibit intimidation, harassment, retaliation, and violence against trade union members and employees' representatives.

### Occupational health and safety

We will comply with the laws and regulations on occupational health and safety and implement an occupational safety and health management system. We will promote work styles that find balance between the professional and private lives of our employees while building a workplace that allows each person to work safely, securely and with enthusiasm in ways that are healthy, both mentally and physically.

## Working hours

We will appropriately manage working hours, holidays, and vacations in compliance with the laws and regulations of the relevant country or region. We strive to respect international standards where the local laws and regulations conflict with international standards or do not fully meet with them. We seek to ensure that overtime work is consensual and paid at an appropriate rate.

## Wages

In compliance with the laws and regulations of the country or region and other relevant provisions, we work to manage so that wages of our employees meet or surpass the statutory minimum, and overtime is compensated at the appropriate rate. We strive to pay a living wage that provides a decent standard of living for our employees and their families. Our employees are paid directly, regularly, and in full, on time, and are provided with a pay slip explaining any legitimate deductions.

## Rights of foreign and migrant workers

We respect foreign and migrant workers' rights as set out in the International Convention on the Protection of the Rights of All Migrant Workers and Members of Their Families. We ensure appropriate working conditions and environments for foreign and migrant workers and prohibit discriminatory treatment against them.

## Rights of local community including indigenous peoples

We respect the ownership and use of land and natural resources and respect legitimate tenure rights related to the ownership and use of land and natural resources as set out in the international norms related to the rights of indigenous peoples<sup>※2</sup>. When acquiring water, land, or natural resources, we avoid adverse impacts on the rights and access of indigenous peoples and obtain free, prior, and informed consent (FPIC) from the community as required.

## Rights of human rights defenders

We neither tolerate nor contribute to threats, intimidation, and attacks (both physical and legal) against human rights defenders. We will work with human rights defenders to create safe and enabling environments for civic engagement and human rights at local, national or international levels.

## Open-minded workplaces

We will foster an open-minded workplace that respects one another's beliefs, values, and diversity and where each and every employee can candidly express and share their views. We will also build cooperative relationships founded with unity through active communication throughout the Suntory Group

## Perseverance and growth

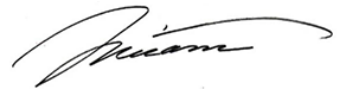
We will realize the growth of individuals by fostering a feeling of pride and responsibility toward work in each and every individual so that they may independently persevere in achieving their goals.

※1 The labor practices that may contribute to forced labor and human trafficking include, but are not limited to, the following:

- Companies or employers retaining personal documents, collecting recruitment fees and related costs from workers and job seekers, restricting workers' freedom of movement, not providing employment terms in written form, and requiring workers to use company-provided accommodation.
- Third-party recruitment intermediaries retaining personal identifications and collecting recruitment fees and related costs from workers and job seekers.

※2 The international norms pertaining to the rights of indigenous peoples encompass:

- International Finance Corporation Performance Standards
- ILO Convention on Indigenous and Tribal Peoples No.169



Takeshi Niinami

President and CEO

Suntory Holdings Limited

This Policy has been approved by the Board of Directors of Suntory Holdings.

<a href="#">Suntory Group Human Rights Policy (English)</a>	<a href="#">Suntory Group Human Rights Policy (Japanese)</a>	<a href="#">Suntory Group Human Rights Policy (Simplified Chinese)</a>
<a href="#">Suntory Group Human Rights Policy (Traditional Chinese)</a>	<a href="#">Suntory Group Human Rights Policy (French)</a>	<a href="#">Suntory Group Human Rights Policy (Indonesian)</a>
<a href="#">Suntory Group Human Rights Policy (Spanish)</a>	<a href="#">Suntory Group Human Rights Policy (Thai)</a>	<a href="#">Suntory Group Human Rights Policy (Vietnamese)</a>

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# Learning & Development

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## Our Approach

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The Suntory Group takes a medium-to-long-term approach to human resource development and strive to present opportunities for growth to all of our employees, regardless of nationality, age, etc.

### • Providing new challenges through growth fields (by business, region and function)

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The Suntory Group started out as a merchant in foreign liquors and expanded into beer, soft drinks, health foods, dining, flowers, and many other areas of business. We also grew internationally out of Japan, and today we do business as a manufacturer in the Americas, Europe, Asia, and Oceania, extending across functions and the value chain. As the corporate group develops further in global foods and liquors, we aim to provide ongoing opportunities for career challenges and growth for all employees through our company-wide talent development system.

### • Suntory University—a place for Suntory employees worldwide to learn, develop skills, and absorb the corporate philosophy

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The Suntory Group opened Suntory University in April 2015 for employees to strengthen our framework for day-to-day learning and build a culture of learning—for developing talent within the group. Suntory University develops a variety of programs for all employees in the group based on four aspects—cultivating a culture of self-development and continued personal growth, sharing and implementing the founding spirit, leadership development, and skills development for the future.

➤ [For more information on our Human Resource Development, DEI, and Health Management, see Group global People and Culture initiatives.](#)

# Diversity, Equity & Inclusion

## Our Approach

### Individuality and diversity as strengths: DEI

DEI stands for diversity, equity, and inclusion. Suntory has established a DEI vision statement and strategic pillars based on the active inclusion of people who share different backgrounds and values. We aim to assure fair treatment for everyone, valuing full participation regardless of age, nationality, gender, etc. That is how we can constantly generate new value. Our initiatives as a group extend globally to achieve these ends.



#### DIVERSE WORKFORCE

We bring people together as Suntorians. We treat our uniqueness as strengths where everyone can feel pride for who they are by unleashing their spirit. We embrace equity for all and seek to develop talents from diverse backgrounds at every level and region of our organization.



#### INCLUSIVE WORKPLACE

We educate, advocate and communicate from the top to foster an inclusive workplace to empower individuals to thrive at their best. We cultivate a culture where everyone feels a sense of belonging and feels safe to bring their whole selves to work.



#### CUSTOMERS & COMMUNITIES

Growing for Good. Be the preferred brand in the markets we serve by fostering partnerships with our diverse customers, suppliers, and vendors that reflect our values and behaviors. We support underrepresented communities and businesses for a sustainable future.

> For more information on our Human Resource Development, DEI, and Health Management, see Group global People and Culture initiatives.

# Health & Safety

- ▾ Our Approach
- ▾ Promoting Structure
- ▾ Targets and Progress
- ▾ Our Initiatives

## Our Approach

### The Suntory Group's Aim for Health Management

We believe that the health of our employees and their families is the source of workplace energy and innovation at the Suntory Group. Based on this, we aim to maintain good working conditions for all of our employees—conditions that promote positive motivation at work and excellent mental and physical health. In 2016 we set forth a Health Management Declaration, and have been implementing various measures since, led by our Global Chief Health Officer, in association with the Suntory Health Insurance Association and the Suntory Union.

### Health Management Declaration (Established in 2016)

Based on the idea that the health of our employees and their families is the source of the Suntory Group's challenge and innovation, we aim to have all employees work in a healthy and motivated state, both physically and mentally.

#### Basic Policy

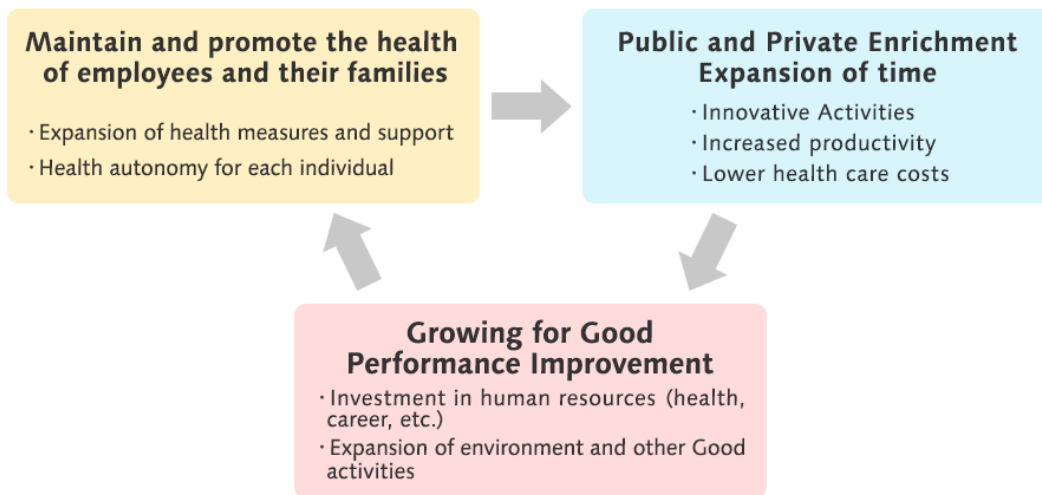
- We will promote the creation of a foundation for employee health by improving the workplace environment and through work style reform.
- We will work to improve health literacy by providing health information and individual support to employees.
- We will work to improve lifestyle habits and promote physical health through prevention, early detection, and support for balancing work and family life.
- We will provide support so that each employee can understand about mental health and take appropriate care.
- Through these efforts, we aim to help our employees and their families realize enriched, fulfilling lives.



### Significance of Health Management

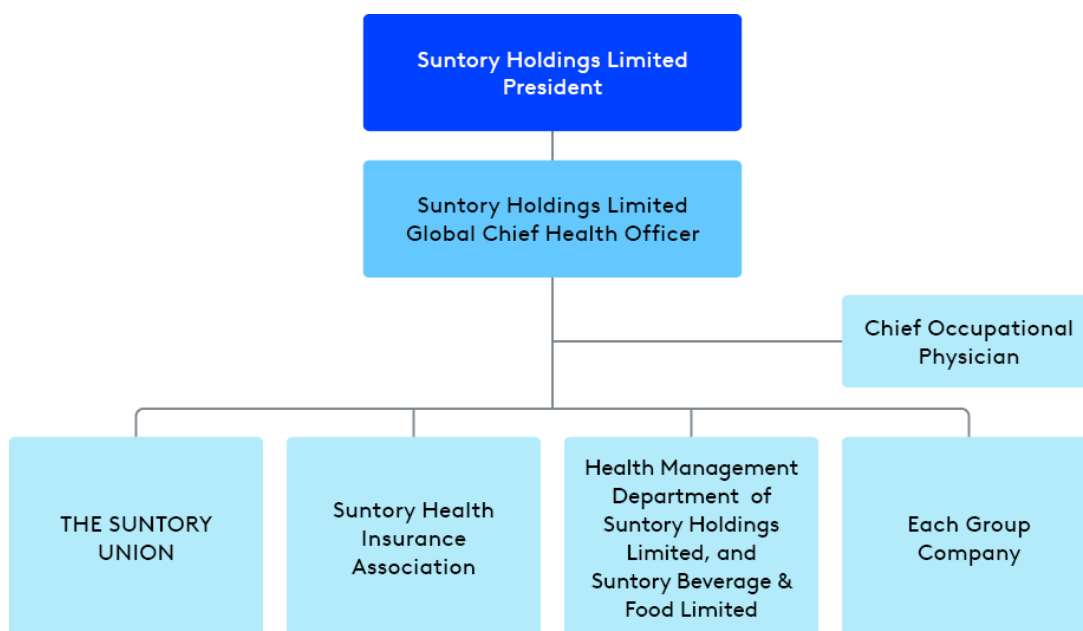
Working to maintain and improve the health of employees and their families will lead to more time for both personal and professional enrichment. As a result, business performance improves, allowing for further investment in human resources and in resolving social issues, such as environmental investment. By promoting health management, we will realize our aspiration of Growing for Good.





## Promoting Structure

### Health and Productivity Management Promoting Structure



### Major Health and Productivity Management Meetings

Meeting name	Main attendees		Meetings per year	Description
Consultative meeting with management	<ul style="list-style-type: none"> <li>Global Chief Health Officer (GCHO)</li> <li>Director in charge of human resources</li> <li>Chief occupational physician</li> </ul>	<ul style="list-style-type: none"> <li>Nursing staff</li> <li>Persons in charge of health management department</li> </ul>	2	Confirmation of company policies and health status, discussion related to future health measures, etc.
Health Management Promotion Committee	<ul style="list-style-type: none"> <li>Suntory Health Insurance Association</li> <li>Chief occupational physician</li> </ul>	<ul style="list-style-type: none"> <li>Suntory Union</li> <li>Persons in charge of health management department</li> </ul>	3	Evaluation and discussion of Suntory Health Insurance Association's health services and activities throughout the year

	<ul style="list-style-type: none"> <li>• Nursing staff</li> </ul>			
Group-Company Human Resource Managers' Meeting	<ul style="list-style-type: none"> <li>• Persons in charge of human resources at group companies</li> <li>• Nursing staff</li> </ul>	<ul style="list-style-type: none"> <li>• Persons in charge of health management department</li> </ul>	1	Confirmation of the health of employees at each group company and health measures being promoted, and discussion to make improvements
Company-wide Health and Safety Committee	<ul style="list-style-type: none"> <li>• Chief occupational physician</li> <li>• Suntory Union</li> </ul>	<ul style="list-style-type: none"> <li>• Persons in charge of labor affairs in the human resources department</li> <li>• Persons in charge of health management department</li> </ul>	1	Confirmation of the health of employees throughout the company and the status of health measures being promoted, and discussion with Suntory Union headquarters to make improvements
Nationwide Conference of Health Managers and Promoters	<ul style="list-style-type: none"> <li>• Occupational health managers and occupational health promoters at each business site</li> <li>• Chief occupational physician</li> </ul>	<ul style="list-style-type: none"> <li>• Nursing staff</li> <li>• Persons in charge of health management department</li> </ul>	1	Confirmation of the health of employees at each business site and the status of health measures being promoted, and discussion to make improvements

Safety is one of our criteria for evaluating worksite performance at our plants. Our Health and Safety Committee, which includes employee representatives, plays a central role in the promotion of activities that, based on the discussions with employees, are customized to match the characteristics and circumstances of each worksite. We will continue working to increase employee awareness and to improve their safety during working hours and commuting with the goal of zero occupational health and safety accidents.

[For more information on our occupational safety achievements, see the List of achievements data.](#)

## Targets and Progress

### 2025 Mid-term Goals

	FY2021 Results	FY2030 Target
Percentage of people with exercise habits※ 1	28.6%	80%
Percentage of regular eating habits (breakfast intake, early dinner)	50.2%	80%
Percentage of people who can rest on their sleep	81.2%	90%
Percentage of non-smokers	82.7%	95%
Percentage of people who practice DrinkSmart※ 2	64.7%	90%
Result of stress checks Ratio of low-stress	93.0%	95.0%
Presenteeism※ 3	79.2%	90%

\*1 At least one day off per week

\*2 Those that answered "Already working on it" for a question "Do you plan to improve your lifestyle habit such as exercising and daily diet?"

\*3 Work productivity when 100% in the absence of illness or injury\* 4-week average

# Our Initiatives

## Health Consultation Support System

Suntory has introduced a nurse in charge system where nurses are assigned to all business locations to support all employees. The nurse in charge acts as a contact point for employee consultations, while industrial physicians, psychiatrist, clinical psychotherapists, and others work together to provide consultation services and support to allow employees to work while maintaining good health.

In addition to our in-house occupational health staff, we have also set up external consultation services such as the E-Partner Consultation Service, which provides consultation on private family issues, and First Call, an online service that provides medical consultations 24 hours a day, 365 days a year.



<b>Internal Consultation Services</b>	With Nurse	Provides support as a person deeply familiar with each employee through daily contact, including health interviews.
	With Occupational Physician	With the supervising occupational physician taking a central role, occupational physicians provide post-treatment measures for regular health checkups, guidance for various interviews, and support for balancing treatment and work.
	With Psychiatrist	Psychiatrists who are familiar with mental health issues in the workplace work together with occupational physicians and nurses to support employees.
	With Clinical Psychotherapist	Counseling based on psychological knowledge is provided to care for employees who are troubled to help them resolve their problems.
<b>External Consultation Services</b>	EAP	An external consultation service that allows employees to consult with an external counselor about a variety of issues, including personal and family problems.
	Online chat-based consultation service	An online service that allows employees to consult with a doctor via chat or video phone 24 hours a day, 365 days a year.

\*1 AP (Employees Assistance Program): An employee support program provided by businesses outside the company. In response to consultations from companies, the program provides stress diagnosis, counseling (telephone counseling, e-mail counseling, and face-to-face counseling), medical recommendations, mental health education and training, consultation for human resources and managers, and programs to support an employee's return to work.

## Various Measures

As a foundation for all activities, we conduct not only regular health checkups, but also health consultations with employees conducted by in-house nurses to support individual health maintenance and encourage participation in measures tailored to each employee's condition.

## Work Environment Creation/Health Literacy Training

We are working on health literacy education to foster health awareness among the younger generation and those who are not currently experiencing any health issues. In the monthly Healthma newsletter distributed by our nursing staff, we try to make people feel closer to health by introducing health information and measures. We also strive to provide opportunities for health seminars for the entire company, as well as seminars for each office in line with the issues they face. We promote health management while firmly connecting that management to work style innovation.

## Physical Health - Efforts for improving daily habits

Since daily lifestyle habits such as eating habits, exercise, sleep, alcohol consumption, and smoking are deeply related to the onset and progression of diseases, various measures are implemented to improve and maintain lifestyle habits. In addition to specific health guidance, we also provide guidance comparable to specific health guidance to those under 40 years old who are subject to the same criteria, and are making efforts to raise awareness among the younger generation. At the same time, we are actively recommending that they undergo re-examinations and precision examinations, and are also working to support early detection and balance health and wellness.



## Mental Health - Initiatives for Mental Health

We have created two mental health management initiatives for the prevention and early detection of mental health problems: our self-care initiatives which aim to make employees aware of stress and take appropriate measures to counter it, and our line-care initiatives in which managers strive to improve the working environment and provide individual counseling. We are properly engaged in various health care efforts that include self-care in group training, courses in employee care overseen by a line manager, introduction of complete stress checks and counseling through clinical psychologist. We have also put in place a return to work support system for employees on leave to smoothly return to work.

## Examples of Mental Health Care Initiatives

Point	Measure	Content
Self-care	Early detection and prevention through self-check	Self-check during regular check up
		Mental self-check (required for all employees once a year) and follow up for those that need attention
Line care	Raising awareness through lecture on basic knowledge about mental health	· Provide information through Mental Health Hand book that summarize basic knowledge
		· Implement mental health e-learning · Self-care lectures during group training · Line care lecture during new manger training · Regularly stream mini-seminars by in-house counselors
Care by health staff in the office	Implementing support when returning to work	Implementing a system to support returning to work with doctor specializing in mental health
	Establishing in-house consultation	Consultation by doctor specializing in mental health Consultation by in-house career counselor
Care by resources outside the office	Establishing external consultation	Telephone consultation and interview by external specialized agency

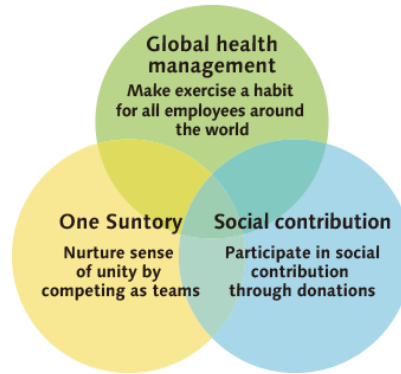
## Global Health Management × Sustainability Walking Event "One Suntory Walk"

### Content of the Policy

One Suntory Walk is a program aimed to raise awareness of health among the participants and make exercise a habit through competing the number of steps they take within a month. The program has been held every year since 2017 targeting all Suntory employees, totaling approximately 40,000. This event is considered to be an event that unite Suntory globally and help promote health management. Engaging in sustainability of water, source of Suntory Group's business activities, at a global scale is put forth as message and core aspect of the event to raise awareness among the employees.



## Three Core Aspects of the Event



### 2021 activity results

One of the participants commented that awareness toward number of steps taken raise during October along with the will to increase them. In addition, walking rallies are held independently at each office at the same time, proving that the exercise is becoming a habit through events. We will continue to hold this event every year with "October is One Suntory Walk month" as the slogan.

- Number of participants: **7,014**
- Steps taken and distances traveled: **10.32 billion steps (786,607km)**
- Participating countries: **34**
- Total donations: **70,140 USD (7,715,400 JPY)**  
10USD was donated per participant to MSF Covid-19 Crisis Fund of the Medecins sans Frontieres



Photo posted on the bulletin board by a participant

# Sustainable Procurement

▼ Policies and Our Approach | ▼ Promoting Structure | ▼ Our Initiatives

## Policies and Our Approach

### Basic Policy on Sustainable Procurement

In order to offer our customers high-quality products and services, at the Suntory Group we believe it is crucial to promote sustainability throughout our entire supply chain. This means to give due consideration to environment and society, as well as to safety and reliability.

In 2011, in order to promote sustainability, we established the Suntory Group's Basic Policy on the Sustainable Procurement that consists of six main pillars - legal compliance, human rights and labor standards, quality, environment, information security, and the coexistence with society - that address global issues such as child labor, forced labor, freedom of association and collective bargaining, working hours, the guarantee of minimum wages, etc. In order to promote sustainability, we are raising awareness and deepening understanding with our business partners.

In order to avoid that our purchasing practices affect negatively the human rights of our suppliers' workers, we agree on estimated lead times in advance with our suppliers, and share our payment terms in advance. We also implement the necessary mechanisms and procedures so that payments are executed on the timeframe agreed with the supplier.

Furthermore, if we assume that there is a high human rights risk in one particular ingredient, we review our purchasing practices and strive to reduce the risk. For example, in some of our business units we switch to sustainable-certified palm oil in order to minimize human rights and environmental risks.

#### The Suntory Group's Basic Policy on Sustainable Procurement (Established 2011)

In order to provide high-quality products and services safely and reliably based on our corporate philosophy and our Code of Business Ethics, the Suntory Group engages in fair business practices and, in collaboration with supply chain business partners, promotes procurement activities that take social responsibility into consideration, mindful of such issues as human rights, labor standards, and the environment.

We build good partnerships with our business partners and contribute toward realizing a truly affluent and sustainable society.

##### 1. Legal Compliance and Respect for International Standards of Conduct

We will promote fair and equitable procurement activities that comply with each country's laws and respect international standards of conduct.

##### 2. Consideration for Human Rights, Labor, and Safety and Health

We will promote supply chain CSR initiatives that respect basic human rights and are mindful of labor conditions and safety and health.

##### 3. Guaranteeing Quality and Safety

Aligned with the Suntory Group Quality Policy, we will promote supply chain CSR initiatives that seek to guarantee a high level of quality and safety based on the optimal standards for quality, cost, and supply.

##### 4. Consideration for the Global Environment

Aligned with the Basic Principles of Suntory Group's Environmental Policy, we will promote procurement activities mindful of the global environment.

##### 5. Preservation of Information Security

Confidential information regarding procurement dealings and personal information will be strictly controlled.

##### 6. Coexistence with Society

We will promote social contribution initiatives directed toward coexisting within society.

Furthermore, as stated in our Human Rights Policy, we require our suppliers to understand and comply with the International Labour Organization (ILO) Tripartite declaration of principles concerning multinational enterprises and social policy and ILO Declaration on Fundamental Principles and Rights at Work. We expect compliance through the voluntary efforts of our suppliers, even if the ILO principles are not adequately protected by local law.

## Establishing Supplier Guidelines

We established the Suntory Group Supplier Guidelines based on the Basic Policy on the Sustainable Procurement in June 2017 to contribute to the realization of a sustainable society while also accelerating sustainable procurement within the Suntory Group. These guidelines put in place specific compliance items required in each field from human rights and legal compliance to the environment for suppliers of Suntory in Japan and overseas to confirm the same ethical values are shared between the Suntory Group and its suppliers. Compliance with our human rights commitments is a prerequisite for engaging in a business relationship with suppliers, and we require signing our Code of Conduct/Supplier Guidelines to both new and current suppliers. If a serious law-breaking human rights violation is discovered and it is recognized that the supplier has no intention of improving even after communication, it may lead to the termination of the contract. In order to comply with our Supplier Guidelines, we are promoting joint efforts with suppliers, such as sharing those guidelines at supplier meetings or sharing related information through Sedex.

In addition, in terms of human rights commitments, we request suppliers to cascade down those commitments to their own suppliers.

[Suntory Group Supplier Guidelines PDF](#) 

## Promoting Green Procurement

Green procurement is selecting items and services that consider the environment, such as by not including hazardous substances or efficient use of resources, when selecting ingredients, materials and equipment to purchase.

The Suntory Group has established Suntory Group Green Procurement Standard (revised 2011) based on the Suntory Group's Basic Policy on Supply Chain Sustainability and promotes procurement activities to lower environmental impact in corporation with each business partner.

### Suntory Group Green Procurement Standard (revised 2011)

#### 1. Basic policy

Suntory Group strives to purchase ingredients, materials and services that have the lowest environmental impact as possible for items and services used in the Group to build a sustainable society.

#### 2. Prioritized items

- a) Consider not to use environmentally polluting substances, etc.
- b) Consider resource- and energy-saving through use of renewable resources, miniaturization, etc.
- c) Consider resources collection that does not damage the ecosystem
- d) Long-term use is possible through repair, parts replacement, etc.
- e) Whether it is reusable
- f) Whether it is design to be recyclable
- g) Whether it is easy to dispose or treat
- h) Whether if it is environmental information about the item is disclosed
- i) Consider the items is manufactured or sold by business operator that actively engages in environmental preservation such as acquiring ISO14001

# Promoting Structure

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## Global Sustainability Committee

To promote sustainability management, the Global Sustainability Committee (GSC) acts as an advisory committee to the Board of Directors. The Group's sustainability strategies and the progress on priority themes (water, climate change, containers and packaging, raw ingredients, health, human rights and enriching life) are discussed in the GSC under the lead of the Chief Sustainability Officer.

▶ [For more information on the Global Sustainability Committee, see Environmental Management.](#)

## Our Initiatives

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### Supply Chain-related Human Rights Due Diligence

The Suntory Group has established a Basic Policy on Sustainable Procurement, and in collaboration with our business partners, promotes initiatives to respect human rights throughout the supply chain.

In 2019, we joined Sedex, the world's largest ethical information sharing platform for suppliers. We request that our suppliers join Sedex and share information, including SAQ\* participation, to enable us to identify issues, if any.

\* Self-Assessment Questionnaire

▶ [For more information on supply chain risk assessment, see Respect for Human Rights.](#)

### Activities for Stable Procurement of Raw Ingredients

With regard to agricultural products and other raw ingredients that are essential to our products, we cooperate with business partners across the supply chain, identify social and environmental issues, and promote sustainability initiatives that enable us to grow together, thereby enriching our communities.

It is predicted that extreme weather, such as drought and flooding, occurring due to the rise in the Earth's average temperature due to climate change will have a major impact on production activities, including causing fluctuations in production volumes and creating the need to move to other locations which offer suitable cultivation. Furthermore, with the increasing globalization of corporate activities, demand for right responses to social issues is growing, such as consideration for the human rights of people working in the supply chain. To offer our customers high-quality products and services, at the Suntory Group we believe it is crucial to promote sustainability throughout our entire supply chain. This means we need to give due consideration to environment and society, as well as to safety and reliability.

Based on this belief, the Suntory Group is formulating long-term strategy and promoting activities for optimum and sustainable procurement throughout the Group.

### Overview of Long-term Strategy

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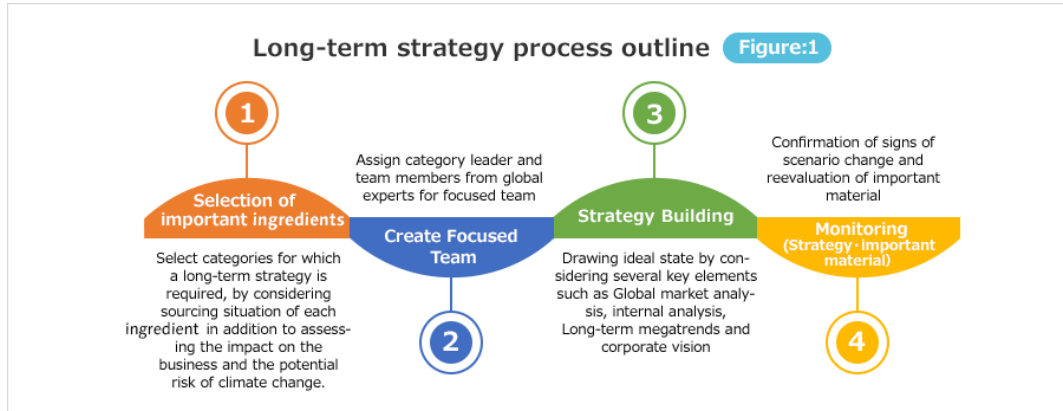
The TCFD framework is used to formulate the strategy and we also referred to open scenarios from RCP2.6 (scenarios below 2°C), RCP 8.5 (4°C scenario) from the Intergovernmental Panel on Climate Change (IPCC) and the International Energy Agency (IEA) for identifying risks and opportunities. The documents, information, and data referred to in this exercise are current as of the time of the review, and the analyses and calculations based on them are subject to uncertainty.

By focusing on our policies such as Environmental Vision toward 2050 and The Suntory Group's Basic Policy on Supply Chain Sustainability in addition to long-term trends specific to raw ingredients, we aim to create a vision of what we would like raw ingredient procurement to be in the future, find countermeasures based on the gaps between the current situation and be ready to respond to a wider range of social and environmental sustainability issues.



## Activity Overview

The strategy development is based on the following steps:



### 1. Selection of important raw ingredients

- Identify ingredients that are particularly important for our business activities.
- Conduct risk assessment of ingredients handled in our business.
- Based on the results of the assessments, the ingredients category for which long-term strategies are to be formulated are selected through consultations with related parties.

<Risk assessment process>

#### 1) Extraction of important raw ingredients

The impact is defined as the loss of product sales that the business would suffer if there were a problem with the supply of raw ingredients, and raw ingredients with a high impact were extracted as priority raw ingredients, including agricultural products such as barley and corn, the ingredient that undergo a certain processing such as sugar, vitamin C, and oak wood.

#### 2) Risk Assessment

To evaluate the possibility of problems in the supply of the extracted key raw ingredients – the effects of climate change on yield and suitable areas for cultivation, which are considered to have the greatest impact on future supply, were studied and evaluated from the research and statistical perspectives. One of the results is shown in Figure 2. For raw ingredients that undergo a certain amount of processing, the risk assessment considers the impact of climate change on the production area of the base ingredient and the ratio of raw ingredients used in the process. (Example: for sugar, see the results of climate change impact assessment for sugar cane and sugar beet)

Based on the above approach, we found that the yields of agricultural raw ingredients such as barley and corn used in both alcoholic beverages and non-alcoholic beverages, oak and hops used in the alcoholic beverage business, coffee beans used in non-alcoholic beverages, will be significantly impacted in several production areas.

Figure 2: the results of a climate change impact study

4°C temperature increases scenario in 2050: Study of the effects of yield and suitable land on major raw ingredients and production area

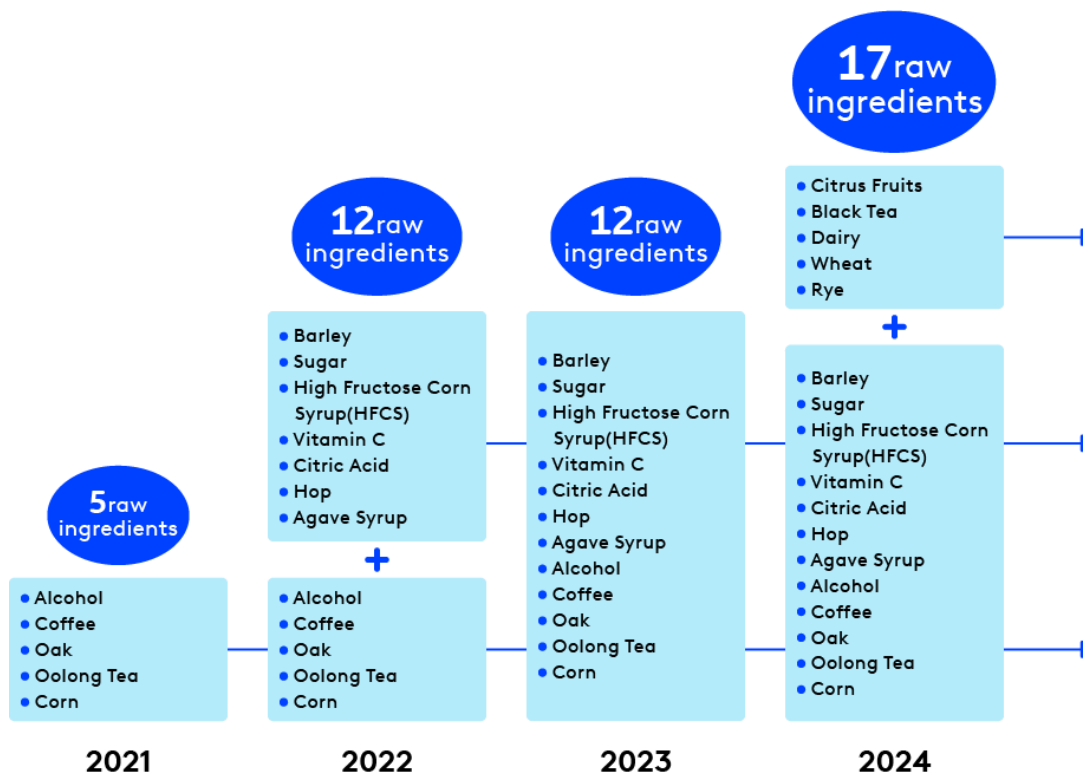
Business Sector	Ingredient	North America	Latin America	Asia	Europe/Africa	Oceania	-/+ Impact		
							Below 10%	More than 10% ~ below 50%	More than 50%
Alcoholic and non-alcoholic beverage*	Barley	Canada Yield : ↓↓			UK Yield : ↓↓ France Yield : ↓↓		↓↑	↓↓/↑↑	↓↓/↑↑↑
Alcoholic and non-alcoholic beverage*	Corn	USA Yield : ↓	Brazil Yield : ↓	China Yield : ↓↓					
Alcoholic and non-alcoholic beverage*	Sugarcane		Brazil Yield : ↑↑↑	Thailand Yield : ↑↑					
Alcoholic beverage	Oak	USA Wood quantity : ↑↑		Japan Suitable land : ↓↓↓	Spain Suitable land : ↓↓↓				

Alcoholic beverage	Hop	USA Yield : ↓			Germany Yield : ↓ Czech Yield : ↓	
Non-alcoholic beverage	Coffee beans		Brazil Yield : ↓↓ Colombia Yield : ↓↓ Guatemala Yield : ↓↓			

\* Include origin of processed ingredient

### 3) Formulation of activity plan

Based on the results of the survey, we consulted with the relevant departments and selected the following raw ingredient commodities (see figure below), for which we are promoting activities.



Note) Coffee refers to the results of a climate change impact study on coffee beans. Similarly, sugar refers sugarcane etc. HFCS, vitamin C, and citric acid refer to the results of a climate change impact study on corn.

### 2. Creation of focused teams

- A taskforce consisting of experts within the group from various departments such as research, development, procurement, and quality assurance is formed to work on the selected ingredients

### 3. Building strategy

- Analysis of market, company, and trends by team of experts
- Analysis of future world scenarios and description of the ideal state within those scenarios
- Design of activities by backcasting from the future world back to the present to set issues

### 4. Strategy monitoring

- Monitoring of signs of scenario change and strategy revision based on prior assumption of change
- Revising road map of strategy building by reevaluating ingredients risk

## Strategy Execution

The long-term strategy formulated by the team of experts is discussed with each operating company to promote its activities. The Global Sustainability Committee, which is an advisory body to the Board of Directors, also discusses the strategy on a regular basis.

## Progress of Activity in 2023

### Strategic Implementation Based on the Roadmap Formulated in 2022



The focused task force set its time axis to 2050 with respect to the relevant raw ingredient categories, and considered publicly available scenarios from the IPCC, IEA, and other organizations. It then considered possible business impacts as of 2050 from an environmental perspective, including the impact of climate change, as well as from a social perspective, including human rights. The task force also considered the best path to the desired state of raw ingredient procurement, based on trend analysis and company goals.

As part of the task force discussions, the business impact of future climate change was reassessed by utilizing S&P Global's Climonomics platform.\*

Last year, the focused team calculated monetary impacts for three key raw ingredients (coffee, oolong tea, and corn). This year, after further discussion, barley, sugarcane, and sugar beets were added to the analysis, and monetary impacts for a total of six key raw ingredients were calculated.

As shown in Table 3, based on the task force's December 2023 analysis, the total business impact of the 4°C scenario as of 2050 is projected to be a positive 18.0 billion. Prices of coffee, oolong tea, corn, and barley are projected to rise due to falling output, raising procurement costs. At the same time, sugarcane and sugar beet prices are projected to decrease on higher output, resulting in a positive business impact.

(Figure.3) Impact on business

Key Raw Ingredients	Business Impact
 Coffee	<b>8.0</b> billion yen
 Oolong Tea	<b>0.5</b> billion yen
 Corn	<b>2.5</b> billion yen
 Barley	<b>2.0</b> billion yen
 Sugarcane	<b>-4.5</b> billion yen
 Sugar Beet	<b>-0.5</b> billion yen
<b>Total: 8.0 billion yen</b>	

\* Currency exchange rate 1USD=145 JPY

\* Scope of company: Suntory Global Spirits Inc., Suntory Beverage & Food Limited, Suntory Spirits Ltd.

\* For corn, calculations included alcoholic beverage and food use, including processed raw ingredients

\* For barley, calculations were made for alcoholic beverage use only

\* Climonomics covers recommended disclosure items in accordance with the TCFD framework, based on comprehensive scientific data. By entering company information (for raw ingredients, purchase amounts) into the service, one can determine at a glance which company assets and crop-growing areas are likely to be impacted by climate change at any time up to 2100, and which areas are potentially at risk.\*

### Example of Activities Derived from Specific Strategies

Addressing human rights issues like forced labor and child labor, as well as environmental issues like reducing greenhouse gas (GHG) emissions from agriculture, restoring soil biodiversity, and effectively using water, is becoming increasingly important upstream in the supply chain.

Suntory Group is engaged in a range of initiatives for its own supply chain, in collaboration with production areas, to realize sustainable agriculture.

#### 1.Participation in Sustainable Agriculture Initiatives

We are further promoting sustainable raw ingredients procurement by undertaking such initiatives as building networks, and engaging in collaboration, with companies and private organizations that are leaders in sustainable agriculture.

##### (1) Sustainable Agriculture Initiative (SAI) Platform

Recognizing the need for enhanced sustainability of agricultural raw ingredients cultivation, Suntory Group became the first Japanese company to join the Sustainable Agriculture Initiative Platform, an international organization launched in 2002.

➤ For more information, see [Suntory Group Joins the Sustainable Agriculture Initiative \(SAI\) Platform](#)

(2) VIVE

We are a member of VIVE, an international organization supporting sustainable procurement of agricultural products, mainly sugarcane, based on our sugar strategy. We were the first Japanese company to join this organization.

➤ For more information, see [Suntory Group Joins International Organization VIVE to contribute to sustainable sugarcane procurement](#)

## 2.Sustainable Sugar Procurement Initiatives

We are implementing supply chain initiatives for sustainable agriculture in nine areas of agricultural production.

No.	Raw Ingredients	Source	Details of Initiative
1	Coffee	Guatemala	➤ <a href="#">Promoting Sustainable Procurement in Upstream Supply Chain for Coffee &lt;Guatemala&gt;</a>
2	Coffee	Brazil	➤ <a href="#">Promoting Sustainable Procurement in Upstream Supply Chain for Coffee &lt;Brazil&gt;</a>
3	Coffee	Uganda	➤ <a href="#">Promoting Sustainable Procurement in Upstream Supply Chain for Coffee &lt;Uganda&gt;</a>
4	Corn	USA	—
5	Barley	UK	➤ <a href="#">Initiative to Procure Malting Barley Produced through Regenerative Agriculture</a>
6	Sugarcane	Thailand	➤ <a href="#">Suntory Launches Low Carbon Sugarcane Farming Project in Thailand in Collaboration with VIVE Programme and KTIS</a>
7	Agave	Mexico	—
8	Cassis	UK	➤ <a href="#">Supporting Sustainable Agriculture of Blackcurrant Farmers</a>
9	Grape	Japan	➤ <a href="#">Challenging Climate Change with a New Cultivation Technique for Wine Grapes</a>

## Next Step

Based on activity plans for strategy development and ongoing dialogue with operation unit, we will keep forming focused taskforce for important raw ingredients, build long-term strategies, and share formulated strategies within the Suntory Group. In addition, based on the formulated strategy, we will consider and proceed initiatives for regenerative agriculture, which is expected to have mitigation and adaptation effects for high climate change risk ingredients or high GHG emissions ingredients in future.

In Strategy Monitoring, we will periodically check for the occurrence of events such as the junctures of multiple possible scenarios and the success of technological innovations necessary to achieve the desired goals. This will enable us to capture important changes as much as possible in advance and revise the strategy to incorporate them.

We will also revise road map of strategy building by regular reevaluating ingredients risk.

## Collaboration with Suppliers

Suntory Group is promoting pioneering initiatives in collaboration with diverse partners to reduce GHG emissions and address environmental and social challenges, such as human rights, throughout the value chain.

## Initiative to Procure Malting Barley Produced through Regenerative Agriculture

To reduce greenhouse gas (GHG) emissions originating in raw ingredients, Suntory Group is collaborating with malt supplier Muntons, agricultural consulting firm Future Food Solutions, and barley farmers, and implementing a range of initiatives in a project to procure barley for malting produced through regenerative agriculture<sup>\*1</sup> in the United Kingdom.

Through agricultural approaches such as the use of cover crops<sup>\*2</sup> and no-till farming, the project hopes to reduce GHG emissions from agriculture by 50% within five years while regenerating soil biodiversity, enhancing soil fertility, reducing chemical fertilizer and pesticide use, and using water more effectively.

\*1 Agricultural methods that focus on enhancing soil fertility by regenerating its ecosystem to make crop production sustainable

\*2 Cover crops that can enhance soil fertility by supplying organic matter to the soil, preventing erosion, etc.



## Initiatives in Collaboration with Green Tea Production Area

In order to promote sustainable procurement of tea leaves used for green tea beverages, the Suntory Group has launched a long-term initiative in collaboration with tea production area. Collaborating with Kuma Regional Agricultural Cooperative (JA Kuma), we have succeeded in reducing GHG emissions by more than 30%\* compared to the general method by introducing an environmentally friendly process in the tea leaf production process at JA Kuma. In addition to pursuing high-quality tea production, we hope to contribute to the continuation of tea production in the region and the training of successors in tea farming.

\* Emissions per unit production weight in the production of green tea raw ingredients in the process from leaves to Aracha tea



## Supporting Sustainable Agriculture of Blackcurrant Farmers

Suntory Beverage & Food Great Britain and Ireland (SBF GB&I) manufactures and sells Ribena, a soft drink loved by many in Europe and other regions. 90% of the blackcurrants grown in the UK are used by this iconic juice drink brand. SBF GB&I began supporting sustainable agriculture of blackcurrant farmers in UK from 2004. SBF GB&I employs agronomists, that directly advice farmers and design biodiversity plans according to the biological habitat of each farm and surrounding area to protect the ecosystem of rivers and wetlands. We also conduct research on new species of blackcurrant that are resilient to climate change. In July 2020, a new variety of blackcurrant that is more resilient to climate change named Ben Lawers blackcurrant was harvested. This was a result of a long-term joint research with the James Hutton Institute, a research institute for agriculture.



[▶ -STORIES- Protecting UK Blackcurrants and Their Growers: Sustainable Agriculture Support Program](#)

## Promoting Sustainable Procurement in Upstream Supply Chain for Coffee

### <Guatemala>

The Suntory Group is supporting Guatemala coffee export company Unex on promoting their program “farmer aid,” aimed at helping coffee farmers to tackle different environmental and social challenges and strengthen the sustainability of the coffee beans they produce. The farmer aid program is based on 4 pillars: health, education, sustainability, climate change. In 2022, The Suntory group financially supported this program in 2 ways:



### (1) Child care center in Alotenango

This child care center is open during school holidays (from October to January) and is used as a free education and recreation place for coffee farmer's children, and also serves the purpose of minimizing the risk of child

labor by taking care of the children during harvesting season. The center also provides medical services to both children and their parents.



## (2) Coffee Farmer Training in Santa Barbara

We are supporting the current sustainable practices of the farm via training providing which benefits small producers to strengthen their coffee production and improve their families livelihood. We also empower women through farming practice trainings in order to contribute to a better livelihood for them and their families. Through the farmer aid sponsorship, we are being able to create positive impact on approximately 300 families, including children, in Guatemala.



### <Brazil>

In order to expand our human rights diligence efforts to upper tiers of our supply chain, we are planning to formalize a partnership with Itochu and their local partner in Brazil Sucafina to start a pilot program to assess and support coffee farmers in the Cerrado region of Brazil.

The pilot leverages Sucafina's responsible sourcing program "IMPACT," and its founded on 5 main pillars: carbon emissions, deforestation, human rights, living income, and regenerative agriculture. IMPACT standard verification ensures compliance with 80 social, environmental, and economic standards modelled on the Global Coffee Platform's Sustainability Reference Code, with independent audits done every 3 years. Regarding human rights, IMPACT has key indicators such as health and wellbeing, forced labor, child labor, freedom of association, grievance, working hours, discrimination and land rights. From now on we will monitor and improve the working conditions of the targeted farms during the initial 3 years of this pilot.



[> For more information, please visit the Sucafina website. !\[\]\(73002692dd5e7a64e60946be3158e719\_img.jpg\)](#)

### <Uganda>

To promote environmental (GHG reduction, etc.) and human rights due diligence activities for coffee farmers in Africa, Suntory Group participated in a pilot program to evaluate and support coffee farmers in Uganda. The program, which included an examination of local conditions, was conducted by MC Agri Alliance and Olam, a Singapore-based general agricultural trading company.

This pilot program utilizes Olam's AtSource sustainable procurement program to evaluate and support farmer activities to enhance livelihoods, plant trees to reduce GHG emissions and prevent deforestation, provide guidance on efficient fuel use, and improve farmers' livelihood infrastructure.

In particular, the program helps participating farmers improve their living conditions by providing them with water filters for safe water, and stoves with high thermal efficiency that reduce the time required for women to prepare food. Farmers targeted by the program have virtually no gas, electricity, or water supply infrastructure, living instead by storing rainwater and burning wood. Through guidance on farming, the project is providing infrastructure to support farmers' livelihood income by showing them how to plant crops that are self-sufficient and have high cash value, including bananas, soybeans, cotton, sesame, and corn in addition to coffee.

Water purification filters make rainwater safer to drink, while cooking stoves help ease the burden of time and labor facing women whose only previous option was to cook over woodfires. Cooking stoves also help reduce GHG emissions and deforestation, another goal of the program. We also conducted interviews regarding educational and medical structures for children, who make up the majority of farmers. We were able to verify that while such school infrastructure as classrooms with desks and chairs is progressively improving, some schools lack textbooks and computers, and efforts to expand medical facilities face challenges.

AtSource conducts third-party audits to evaluate support initiatives and their effectiveness. This ongoing monitoring makes possible continuous initiatives to help target farmers.



## Engagement with Local Coffee Farm to Improve Community Resilience

The Suntory Group procures a portion of its coffee beans, from the "Fazenda Bau" farm, which is a specialty coffee farm in Minas Gerais, Brazil, as we aim for the highest quality and sustainable supply of coffee beans. Fazenda Bau has acquired international sustainable certifications, and their thorough quality management and workplace environment are highly praised.



Fazenda Bau has been engaging in a wide range of activities to promote sustainability, turning their attention to labor practices and the labor environment, conducting efforts such as courses on the health and safety of employees, as well as courses about motivation and human relationships in the workplace, among other initiatives. Environmental conservation activities such as separating trash and comprehensive management of the water intake as well as tree planting initiatives show their awareness regarding their impact on the environment. In addition, the Fazenda Bau have been engaging in a support project at a neighboring school since 2011 with the purpose of contributing to the local community.



## Supplier Engagement and Educational Activities

The Suntory Group strives to promote sustainable procurement together with all of its business partners in the supply chain.

In addition to providing education to our employees, we hold annual policy briefings for our major business partners, such as raw material suppliers, contract manufacturers, and logistics partners. We are promoting better awareness and support for sustainability initiatives within each company or in cooperation with the Suntory Group by introducing Suntory Group initiatives and providing questionnaires.

## Collaboration with Logistics Partners

As of the end of 2023, the Safety Committee launched in collaboration with our logistics partners had 325 members from 76 companies promoting initiatives to ensure safety, environmental friendliness, and risk management. The committee holds an annual Safety Promotion conference for managers of 150 sites nationwide, including distribution centers, warehouses of logistics partners, and transportation and delivery operations. At this convention, we conduct thorough safety education through study sessions and contests, share information by introducing outstanding case studies, and present awards to outstanding drivers and logistics bases to encourage and strengthen safety initiatives of each company. To underpin safety management levels at our logistics subcontractors and improve them continuously, we promote Top Safety Site certification, an initiative of the Ministry of Land, Infrastructure, Transport and Tourism. As of the end of 2023, 635 of the Suntory Group's 1047 logistics partners had already acquired certification, and 98 were scheduled to acquire certification in 2024, bringing the total certification rate to 70%. In 2008, the scope of certification was expanded from direct subcontractors to secondary subcontractors, to further strengthen safety management systems for transportation and delivery.

## Industry Collaboration Initiatives

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In addition, the Suntory Group participates in the Consumer Goods Forum Japan\*, which promotes distribution networks of consumer goods across the industry, to reduce the environmental impact of the Suntory supply chain.

\* The Consumer Goods Forum Japan is an organization primarily made up of companies in the consumer goods distribution industry that engages in cooperative manufacturing, distribution and sales efforts to address common challenges in non-competitive industries in Japan.

## Rigorously Engaging in Fair and Equitable Business Practices with Suppliers

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In our dealings with suppliers, we provide each company with an opportunity for equitable competition in keeping with our Purchasing Control Regulations and our Business Partner Selection Standards, based on the Suntory Group's Basic Policy on Supply Chain Sustainability. At the same time, we fairly evaluate efforts regarding the quality and supply capabilities of the products and services, financial status, assured safety, environmental conservation, and social contribution of each company, when we select new suppliers or determine whether to continue business with our existing business partners.

By joining forces with our business partners as mutually reliable partners, we aim to provide products and services that delight our customers.

[▶ Suntory Group Standards for Business Conduct](#)



# Positive Choices

▼ Policies and Our Approach | ▼ Our Initiatives

## Policies and Our Approach

We believe that as a consumer-oriented company, it is important to support the pursuit of a balanced lifestyle both in body and mind. Our consumers have different needs and preferences at different life stages, and through our diverse business activities, Suntory Group will support consumer wellness at each of those stages. By offering choice in products, services and experiences through our soft drinks, health foods, alcoholic beverage and other businesses, as well as by innovating in relevant fields, we will support the wellbeing and balanced lifestyles of our consumers.

### Soft Drinks

In addition to leveraging Japan-led research on and development of “Natural and Healthy” beverages, Suntory Beverage & Food address health and wellness concerns through beverages to allow consumers to make positive choices in pursuit of a natural, healthy, convenient and rich lifestyle.

#### Suntory Beverage & Food Limited Health Policy

1. In order to satisfy the health needs of consumers worldwide, we will continue to expand our portfolio of products which satisfy your taste buds, body and mind, as well as provide services to contribute to healthy and positive lifestyles.
2. We will perform research that contributes to the health of consumers and will develop more natural, healthy products for world by using the expertise we have cultivated in Japan over many years in developing beverages which are sugar-free, low-sugar, and fortified for better health.
3. We will base labeling and communication on the guidelines from government agencies and industry groups in each country and region, and will endeavor to make it easier for consumers to select healthy beverages.
4. We will contribute to solving global health issues through joint research with external specialized institutions and through other communication with various stakeholders.

### Alcoholic Beverages

As a provider of alcoholic beverages including beer, wine and spirits, Suntory seeks to inspire human connections and to celebrate the milestones of our lives. To this end, we are committed to promoting the moderate consumption of our products and encouraging responsible choices surrounding alcohol. With our Drink Smart alcohol responsibility program as a core, we work both within Suntory Group and in partnership with industry peers and other partners to reduce harmful consumption of alcohol, including overconsumption, driving under the influence, underage drinking, and drinking during and after pregnancy. We also offer non-alcoholic and low-alcoholic products to meet customer preferences and support healthy lifestyles.

➤ [Responsible Consumption - Suntory Group's Principle and Course of Action](#)

### Health Foods

With an aim to realize a society where everyone, regardless of age, can live a full and fulfilling life being true to themselves, Suntory Wellness supply health food and beauty products to a total of over 2 million customers annually through mail order. To help customers begin to live a wellness life – a healthy, beautiful and fulfilling life, we offer them reliable products harnessing the power of nature that are scientifically proven to provide health benefits, through a heart-to-heart dialogue with each customer.

# Our Initiatives

## Soft Drinks

### Expanding Our Lineup of Products that are Healthy for the Mind and Body

For decades the expansion of the world beverage market has been driven by consumer demand for drinks, especially carbonated products, which contain large amounts of sugar. In recent years, there has been an accelerating shift in demand toward healthier and more natural drinks. Utilizing knowledge gained through many years of research in Japan regarding the development of low- and no-sugar beverages (such as tea and water), we are developing new beverages that are healthy for the mind and body.

In Vietnam and Thailand we released Tea+ Oolong Tea, an oolong tea with Oolong Tea Polymerized Polyphenols (OTPP) that reduce fat absorption and mitigate the raise of neutral fat in blood. These products have been received positively by consumers.

We have also released a low-sugar iced tea called MayTea in Europe. MayTea comes in a variety of flavors and was developed using Suntory's expertise in tea products.

In addition to beverages, we also offer health foods. Under the BRAND's umbrella, we offer the much-loved Essence of Chicken supplement drink in Thailand and other Asian countries. Essence of Chicken is an all-natural extract made of fine quality chicken without artificial chemicals or preservatives.



### Initiatives on Low- and No-Sugar Products

Suntory Beverage & Food is developing products that contain amounts as minimal as possible of sugar, artificial coloring, and artificial flavoring. In Europe, we have set a target to reduce the use of sugar in all our products by 35% by 2025 compared to 2015. We have already made progress toward this goal, and as the end of 2022, we have succeeded in reducing the amount of sugar used in our products by 24% compared to 2015. As well as reformulating our drinks to lower the sugar content we are also putting investment behind our lower-calorie brand such as Lucozade Zero in the UK.



In France, we reduced total sugar use in our flagship Oasis brand by 2,200 tons in 2022. In the UK and Ireland, we have added zero- and low-calorie options across our major brands. In the Ribena line of concentrated fruit juices, we reduced sugar content by 0.2 grams per 100 ml. Thanks to investments in product development and marketing, sales of products with less than 5 grams of sugar per 100 ml have tripled since 2015.

In Oceania, we aim to increase the portion of our portfolio that is low- and no-sugar to 1/3 by 2030. As a road map for achieving the goal, we will promote 1) Lower sugar through innovation, leveraging Suntory Group relationship 2) Introduce greater choice through new products, 3) Continue to introduce smaller pack sizes. As of 2022, one in six drinks sold become low, or contain no sugar.

### Developing Food for Specified Health Uses and Foods with Function Claims to Address Health Issues

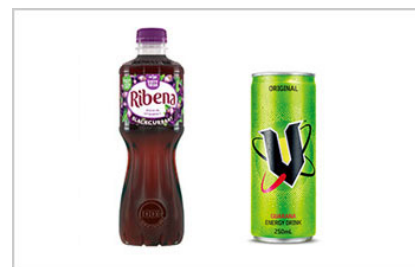
To help address social issues such as the rise in lifestyle diseases like obesity and high blood pressure, Suntory Beverage & Food offers a variety of products known in Japan as food for specified health uses (FOSHU) with proven benefits backed by research. This lineup includes: Black Oolong Tea OTPP, developed based on research showing oolong tea's polymerized polyphenols have the effect of inhibiting fat absorption; Suntory Goma Mugicha (barley tea), suited for people with high blood pressure; Pepsi Special Zero, which inhibits fat absorption; and Tokucha (FOSHU Iyemon), the world's first drink to clarify the lipolytic action of quercetin glycoside. The portfolio also includes other products like Iyemon Plus, a functional claim beverage that can lower LDL (bad) cholesterol. While seeking to eliminate negative health impacts and contribute positively to our customers' well-being, we also emphasize great taste, pursuing research and development to ensure that our products are both healthy and great-tasting.



## Reducing Artificial Colorings and Flavors

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Suntory Beverage & Food focus on developing products that use a minimal amount of artificial colorings and flavors. In Europe, we have set a target to remove artificial colorings and flavors by 2025. In France, our product Oasis was renewed to a recipe which uses less sugar and only 100% natural ingredients.



## Appropriate Information Disclosure

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Suntory Group strives to offer information related to safety and reliability to the customers in an appropriate and timely manner. We also indicate information on product labels, commercials, and ads in a way that is clear and avoid misunderstanding. Furthermore, Suntory Group's Code of Business Ethics stipulates that we must conduct responsible marketing as a corporate group that offers diverse products and services.

We promote the display of accurate product information in a way that is accessible and easily understood by consumers. In order to ensure the accuracy of product information, we collaborate with the related divisions in charge of development and production, and also confirm the compliancy and accuracy of disclosed information through our Quality Assurance Division.

In Japan, Suntory conducts thorough reviews of raw ingredients used in our products in order to display energy, carbohydrates, and sodium chloride (salt equivalent) as well as confirm the need for allergen labeling. We are sure to include not just the 8 items required by law to be shown on our labels, but the 20 items recommended to be displayed.

In Oceania, adapting the Health Star Rating<sup>†</sup> food labeling scheme for the customers to make choices on which product to choose.

\* Health Star Rating System...A front-of-pack labeling system that ranks and labels packaged food's overall nutrition profile from half a star to five stars.

[Product Information](#) 

## Responsible Marketing

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Suntory Beverage & Food Europe participate in UNESDA's<sup>†</sup> responsible marketing in schools program.

We have become a founding signatory of the new EU Code of Conduct on Responsible Food Business and Marketing Practices in 2021. Our commitments towards reformulation of our drinks, food waste reduction and the creation of sustainable packaging fully support the EU's objective to place healthier products on the market and to support the transition towards a circular economy.

The UK has created its own voluntary marketing code to ensure that responsible corporate citizenship is at the heart of everything we do. This includes our commitment not to directly market products categorized as high in fat, sugar and salt ("HFSS") to consumers who are under the age of 16, and under the age of 18 in Ireland.

In France, we volunteered in 2009 to not communicate on screens and in magazines aimed specifically at children under the age of 12-year-old. Since 2013, our commitments go further because we prohibit all advertising in generalist programmes where children constitute more than 35% of the audience.

In Spain, our code of marketing practice specifically states that we do not advertise to children under 12 years of age or sponsor events aimed at children in schools. We also convey messages in all our advertising campaigns promoting healthy lifestyle habits. In Oceania, we are ensuring our marketing activities are responsible and do not actively target children. Also we partnered with New Zealand government as part of the Healthy Kids Industry Pledge. We directly sell only water to primary and intermediate schools in New Zealand.

\* UNESDA = Union of EU (European Union) Soft Drinks Associations

## Organic Product Initiatives

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In Japan, Suntory Beverage & Food has released limited-edition products made exclusively from organic ingredients, including Craft Boss Special Soy and Milk Latte made with organic coffee beans and Craft Boss Tasty Sugar-Free Black Tea using organic tea leaves and organic lemon juice.

## Proposal of Healthier Lifestyle

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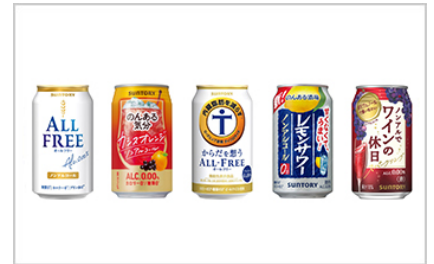
In accordance with our aim to be a company which promotes consumer well-being, we launched the "100 Year Life Project" in 2018 in Japan. This project supports consumers in their efforts to achieve healthy and positive lifestyles in line with their own goals. We also promote joint research with external experts, conduct research and development to strengthen our portfolio of beverages that address lifestyle diseases, and run programs to improve lifestyle habits.

In Europe, we published the Moving on Health and Wellbeing Report and are promoting various initiatives such as providing active lifestyle programs to

approximately one million people, reducing the amount of sugar used in our major brands by half, engaging with employees to develop more effective health programs in the office, and promoting the physical and mental wellbeing of all employees in the workplace.

## Alcoholic Beverages

In addition to raising awareness regarding responsible drinking, Suntory Group is striving to promote non-alcoholic drinks for a broad range of adult consumers of legal drinking age to enjoy without worrying about the effects of alcohol. In 2010, we launched "All Free" and in 2011 "Non-aru-kibun", pioneering the creation of a market for non-alcoholic beverages with an alcohol content of 0.00%. In recent years, we have expanded our product lineup with the release of "All Free for Your Body," a food with functional claims that responds to growing health consciousness, "Non-aru-banshaku Lemon Sour Non-alcoholic," a lemon sour-flavored beverage, and "Non-alu-de-wine-no-kyujitsu," a new wine-flavored non-alcoholic beverage.



➤ [For more information, see Responsible Drinking](#)

## Health Foods

### Sesamin – From Elucidation of Function to the Launch of Health Food Product

Taking on the challenge of clarifying the functions of sesame, which has been known to be good for health, we have scientifically proven the health benefits of "Sesamin," one of the sesame lignans found in a small amount in sesame seeds. We commercialized it into our first health food product in 1993.

Subsequently, we launched "Sesamin EX," a powered-up version that combines vitamin E, tocotrienols, and brown rice-derived ingredient "Oryza Plus."

Suntory Wellness also sells a variety of other health food products such as "DHA & EPA + Sesamin EX," "Locomoa," and "Omega Aid."



### Making each Customer's lifestyle shine throughout their lives

As customers get older, their health conditions, way of living and purpose in life change, causing their lifestyles to become more diverse. At Suntory Wellness, we help customers of all ages live full and bright lives, by providing products and services that meet their individual needs throughout their lives, leveraging the power of science that we have cultivated over many years, the power of communication we have mastered through our close engagement with customers, as well as the latest digital technology.



With this in mind, Suntory Wellness promote "Be supporters!" project which is built around the concept of "providing opportunities to shine for everyone who wants to be excited no matter how old they are." This project aims to make people who usually need support for daily lives such as elderly people living in nursing care facilities and people with dementia, become healthy both physically and mentally by encouraging them to become supporters of a local soccer club.

### Promoting Communication with Customers

We are delivering a wide-range of information to customers through our website and booklets



Suntory Global Innovation Center website



Healthy Drink NAVI website



Suntory Wellness website (Japanese)

# Responsible Drinking

▼ Policies and Our Approach

▼ Promoting Structure

▼ Our Goals

▼ Our Initiatives

## Policies and Our Approach

As a company dedicated to the responsible manufacturing and sale of alcoholic beverages, we play an active role in addressing the issues around alcohol-related harms.

### "DRINK SMART" approach by the Suntory Group

Harmful use of alcohol can impact not only the individual's health, both physical and mental, but also harm to others including family, workplace and community through a variety of social issues.

Reducing alcohol misuse is one of the global health targets established by the World Health Organization (WHO). In Japan, Ministry of Health, Labour and Welfare adopted the "Basic Plan for Promotion of Measures against Alcohol-related Harm" in 2016 to prevent and reduce alcohol-related harms including alcohol use disorder and putting them as a national priority. Our "DRINK SMART" goal is to ensure that people have a proper knowledge of alcohol for a healthier and enriching life by getting along well with alcohol.

Reducing the harmful use of alcohol is an important issue for society.

The Suntory Group is actively promoting responsible marketing practices and "DRINK SMART" activities to raise moderate drinking awareness.

#### Responsible Consumption - Suntory Group's Principle and Course of Action

##### Basic Principle

The Suntory Group strives to prevent misuse of alcohol and raise awareness of responsible consumption thus contributing to healthy lifestyles:

1. We recognize the intoxicating effects of alcohol and its potential for misuse, which can lead to various physical, mental and social issues, and we strive to prevent alcohol-related harms.
2. We strive to create a culture of responsible consumption in which differences in physical constitution and conditions, as well as drinking styles or attitudes towards alcohol, are respected. We understand and respect that for some people, the best choice is not to consume alcohol.
3. We recognize that responsible consumption can support a well-balanced lifestyle and that it can play a positive role in social occasions; we strive to promote responsible consumption whenever alcohol is consumed.

##### Course of Action

1. We are committed to responsible marketing, providing consumer information and responsible product innovation.
2. We actively cooperate in social activities, including but not limited to;
  - Eliminating under legal drinking age drinking
  - Eliminating drunk driving
  - Eliminating binge drinking
  - Eliminating alcohol related harassment
3. We will comply with laws and industry standards.

# Promoting Structure

In 1976, the Suntory Group established the Suntory Advertising Code, making it an industry leader in exercising self-regulation in its promotions and advertisements related to alcoholic beverages. We subsequently established the Alcohol Responsibility and Sustainability (ARS) Committee and the Global ARS Department in 1991 to address alcohol-related problems. We focus on (1) responsible marketing, (2) promotion of moderate drinking. In 2021, we declared the New DRINK SMART COMMITMENT<sup>\*1</sup> toward Suntory Group employees in Japan. We designated every November as the Suntory Group ARS Month and strengthen our initiatives.

<sup>\*1</sup> The DRINK SMART COMMITMENT was declared in 2018. The new COMMITMENT was declared in light of the changes in the environment surrounding alcohol since then. It consists of two tenets: "All Suntorians have the correct knowledge about alcohol and will drink in a respectful and considerate manner." and "All Suntorians recognize that we are a member of the world's leading liquor company group, and we will promote responsible drinking as we regard others as valued customers."

## Our Goals

Under "DRINK SMART" commitment, the Suntory Group has been leading the industry by actively addressing the alcohol-related problems. We will continue to engage in the initiatives to raise awareness of responsible drinking for the consumers and also for the employees globally.

### Goals in Japan

Key Performance Indicator	Targets	Results by 2023
Reach out to consumers in Japan with messages of "Drink in Moderation" (by the end of 2024)	100 million people in total	Reaching 78 million people by the end of 2023. In addition to placing advertisements in newspapers and digital media promoting moderate drinking, we also opened a pop-up shop called "Hodo-Hodo Gallery & Bar" and held seminars for companies and universities as direct communication to raise awareness of moderate drinking.
Provide alcohol content information on the packaging (sequentially from February 2022 onward)	Domestically produced beers, RTDs*, wines in cans	We have started labeling the information on certain domestic products in February 2022 and completed the labeling for all target products at the end of 2023. *Excluding 250ml beer cans
Intensify development and sales of non/low-alcohol products in Japan	In major categories	We expanded our portfolio by launching selection of non-alcoholic products. We have held campaigns and events to promote the non-alcoholic beverages, such as limited-edition bars that featured our non-alcoholic beverage.
Employees to participate in programs aimed at raising awareness of responsible drinking (by the end of 2022)	All Group employees in Japan	99% of employees of group companies in Japan have participated in the e-learning program. In addition, we provided alcohol metabolism genetic testing for applicants.

\* Abbreviation for "Ready to Drink." Pre-mixed alcohol beverages such as canned chu-hi, canned cocktails, and canned highballs.

### Goals in Overseas

Suntory Global Spirits Inc. promotes proper drinking awareness through its DRINK SMART<sup>®</sup> program. To further elevate the commitment to reducing harmful drinking and empowering consumers to make the right choices for them, we are progressing goals that include:

- Investing \$500 million to promote responsible decisions and positively impact behavior by significantly expanding responsibility-led brand communications, elevating the Drink Smart platform, and supporting evidence-based partner programs.
- The company aims to engage more than 300 million consumers by 2030 with messages and tools designed to promote responsible decisions and reduce harmful drinking.

- Enabling expanded choices by developing, introducing and investing in awareness of low- or no-ABV products in key categories, including whiskey, tequila, gin, vodka and ready-to-drink, by 2030.

- Providing nutrition and alcohol content information on packaging or online for 100 percent of products by 2030.

[Suntory Global Spirits Proof Positive](#)

## Our Initiatives

### Practice Responsible Marketing

The Global ARS Department reviews all marketing activities for products containing alcohol prior to launch. In 2006, we systematized pre-screening for product labeling and in 2007, we revised our internal standards for advertising and sales promotion activities for alcoholic beverages to further strengthen our activities. Since 2007, we have continued to promote responsible marketing activities by updating our standards in cooperation with industry associations and by conducting regular training sessions in relevant departments.

#### Continuous Enhancement of Marketing Standards (Industry / Internal)

We support and continuously enhance self-regulatory marketing standards in partnership with the Council on Alcohol Consumption, as well as follow our own internal marketing code to correspond with societal trends. We introduced warnings for pregnant and nursing mothers in all communications beginning in 2010. We also ceased TV ads between 5:00 am and 6:00 pm.

Based on the "Alcohol Health Disorder Countermeasures Basic Law" enacted in 2014, we are taking independent measures to prevent the abuse of alcohol such as setting the age of celebrities appearing in TV ads to 25 and older, and removing the sound effect of "gulp" when drinks go down the throat.

### 1.Promoting Non-alcoholic Drinks

The Suntory Group is striving to promote non-alcoholic beverages to respond to a broad range of consumer interests and occasions.

We established the same internal marketing standards on these products as alcohol products in order to ensure that all marketing activity is directed only to legal drinking age adults in each region.

The market for non/low-alcohol beverages is expanding due to diversification of consumers drinking behaviors influenced by the COVID-19. We are going to continue to lead this growing market, by further improving the quality of our existing products and developing the new product lineup.

[Suntory Group's Non-alcoholic Drinks](#)

### 2.Warning Labels on Package

All our beverage alcohol products carry health warning messages to pregnant and nursing women and warning messages to stop under 20 drinking, based on the voluntary standards established by the alcohol industry. We also put alcohol beverage symbols on beer and RTD (ready-to-drink) beverages that are low in alcohol to prevent accidental consumption.



### 3.Establishing Age Verification Gates to Alcohol Brand Website

Since 2015, we have used age gates to our alcohol brand websites in order to confirm visitors are at least 20 years of age, the legal drinking age in Japan.



#### 4. Conducting Seminars for Sales Representatives and Marketing Staffs

The Global ARS department conducts seminars for sales representatives and marketing staffs to deepen the knowledge on the industry's voluntary code of conduct and Suntory's own marketing code. The seminar provides them with the necessary viewpoints ranging from product development to sales promotion through case studies.

## Activities to Raise Awareness of Responsible Drinking

### Internal Initiatives

As a member of a company that manufactures and sells alcoholic beverages, it is important that our employees are aware of responsible drinking at all times. We clearly state in our employment regulation that any employee who drinks and drives during or outside the working hours will be dismissed under instruction.



#### Moderate Drinking Awareness Program for Group employees in Japan

We conduct an e-learning program to raise awareness on knowledge necessary for employees of a corporate group that manufactures and sells alcoholic beverages, such as the mechanism of intoxication and differences due to genetics and physical constitution.



#### Alcohol Metabolism Genetic Testing for Group employees in Japan

We offer alcohol metabolism genetic testing to all group employees in Japan for their consideration for others and to deepen understanding of moderate drinking.



#### Intranet Page on Global ARS

Every employee can access information regarding responsible consumption, as well as our voluntary standards, examples of responsible marketing, and seminar tools.

In addition, we also raise awareness of moderate drinking through seminars for executives and sales representatives, and "Drink in Moderation Campaign" posters.

### External Initiatives

We are committed to providing customers and consumers with information about alcohol so that they can make informed choices about alcohol and consume in moderation.

We provide the alcohol content information (in grams) of our major brands sold in Japan on our website. In addition, we have started labeling the amount of pure alcohol in grams per containers from February 2022 (canned beer, RTD (ready to drink) and wine that are manufactured in Japan)



ザ・プレミアム・モルツ



深れだす華やかな香りと深いコクが特長のプレミアムビールです。日々醸造を重ねる中で条件を細かく絞り込み、製法を追求することで、心地よい味わいに磨きをかけ、さらには質的な余韻を感じていただけるように仕上げました。

ブランドサイト

容量 350ml JANコード 4901777302204  
賞味期間 9ヶ月  
※2005年1月より瓶底から抽糖の表示は行っていません。

容器・サイズ 500ml缶 250ml缶 500ml瓶 334ml瓶

原材料	量目 (9%酒度又は10%酒度)、ホップ	成分・特性	エネルギー (100mlあたり)	4kcal
アルコール度数	5.5%	たんぱく質 (100mlあたり)	0.4~0.6g	
純アルコール量 (350mlあたり)	14.0g	脂質 (100mlあたり)	0g	
		炭水化物 (100mlあたり)	3.7g	
		-糖質 (100mlあたり)	3.6g	
		-食物繊維 (100mlあたり)	0~0.2g	
		食塩相当量 (100mlあたり)	0~0.02g	
		プリン体 (100mlあたり)	約11.6mg	

純アルコール量は、以下の計算式に基づき記載しています。  
純アルコール量(g) = 容量(ml) × アルコール度数(%) / 100 × 0.8

※成分・特性について▼

ビール・発泡酒・新ジャンルの栄養成分一覧

こだわり酒場のレモンサワー  
(追い足しレモン)

栄養成分表示(100mlあたり)	
エネルギー	32kcal
たんぱく質	0g
脂質	0g
炭水化物	0.5~1.0g
糖類	0g
食塩相当量	0.14~0.24g
プリン体	0mg**
*g/100ml(食品表示基準による)	
**100mlあたりプリン体0.5mg未満	
純アルコール量:14.0g(350mlあたり)	

Suntory receives multiple awards for its activities to raise awareness of responsible drinking

Our programs to promote responsible consumption have been recognized by key industry groups including the Award for Excellence in Independent Advertising for our moderation advertising campaign. In 2018, we received the Company BtoC Website Award for Excellence at the 6th Web Grand Prix sponsored by the Web Advertising Bureau of the Japan Advertisers Association for our DRINK SMART advertising on our website. In addition, we received the Newspaper Advertisement Award at the 38th Newspaper Advertising Prize event for our poster with ways to decline invitations to drink, and days to go without alcohol using soccer vocabulary and humorous illustrations.

Responsible Consumption Campaigns by Suntory

●Responsible Drinking



We have been advertising "Drink in Moderation" in national newspapers since 1986, to communicate responsible consumption through humor.

▶ Drink in Moderation



On Suntory's website, we feature DRINK SMART to promote moderate consumption for the healthier and well balanced lifestyle by understanding the facts about alcohol and enjoying it responsibly.

▶ DRINK SMART



We conduct "Drink Smart Seminars" to provide the facts about alcohol and individual differences, such as how gender, height, weight and ethnicity can affect of alcohol metabolism. We also released "DRINK SMART MOVIE" for responsible drinking.

▶ DRINK SMART MOVIE

▶ 動画で知りたいお酒のこと



### Drink Smart Ambassadors

We encourage our employees to be a "Drink Smart Ambassador" who conducts Drink Smart Seminars for our customers and third parties.

### ●Recommend Drinking in Moderation



Raising awareness about drinking in moderation with humorous illustrations and witty approach to decline invitations to drink on non-drinking days advertisement.

[▶ non-drinking days advertisement](#)

### ●Prevent the Abuse of Alcohol



Educational movie to prevent under 20 drinking

[▶ Educational movie](#)



In response to young people's interests, we produced and distributed a comic book for young people who are at least 20 years old to learn how to drink responsibly. We also conduct seminars at universities.

[▶ comic book for young people](#)



No Binge Drinking! Campaign, collaborated with NGOs - Council for the Prevention of Binge Drinking.

## Responsible Drinking Initiatives by the Beverage Alcohol Producers Associations in Japan

We engage in the STOP! under 20 Drinking Campaign twice a year primarily on public transportation advertisements.



Railway station posters to alert platform accidents by intoxicated passengers - collaboration with JR West



We are providing information to prevent at-risk women from using alcohol irresponsibly.

We also have been putting health warning messages on our products, advertisement, and POP materials to prevent consumption of alcohol when pregnant.

## Global Initiatives to Reduce Alcohol Issues

The World Health Organization (WHO) adopted the Global Strategy to Reduce Harmful Use of Alcohol in 2010. Reduction of harmful effects of alcohol is one of the goals of the action plan for NCD (non-communicable diseases/lifestyle-related diseases) prevention established in 2013 as well as one of the UN SDGs (Sustainable Development Goals) in the health field established in 2015, and it is positioned as one of the global problems that must be addressed through cooperation with national governments, specialists from public health organizations, and other related parties. The manufactures of alcohol beverages are regarded as important stakeholders in these efforts.

The Suntory Group is participating in the IARD organization (<http://www.iard.org/>) that makes efforts to promote responsible drinking internationally to respond to these alcohol-related issues. Since 2013, we have been working to promote the Industry Commitment for Reducing Harmful Use of Alcohol which involves major alcohol beverage manufacturers from around the world.

The progress of the Industry Commitment is published as a Progress Report after annual audits by an auditor.

The Suntory Group has established a company section dedicated to reducing harmful use of alcohol, regularly holds Global ARS Committee meetings, and consolidates global marketing regulations under the mid-to-long-term vision in order to realize responsible marketing activities on a global level and raise awareness of responsible drinking.

The Suntory Group Drink Smart® global program is expanding priorities such as preventing underage drinking and drunk driving, as well as raising awareness of drinking in moderation and consideration for people that choose not to drink, and promotes responsible decision making through its proprietary platform.

> [IARD](#)

### About the IARD

The IARD (International Alliance for Responsible Drinking) is a non-profit organization headquartered in Washington D.C. in which 13 of the major alcoholic beverage manufacturers from around the world participate.

The Suntory Group has participated in the IARD since its establishment as Suntory Global Spirits and has also been deeply involved in the formulation of the Industry Commitment for Reducing Harmful Use of Alcohol, an effort by the alcoholic beverage industry in response to the World Health Organization's Global Strategy to Reduce Harmful Use of Alcohol (adopted in 2010).

The Industry Commitment for Reducing Harmful Use of Alcohol promoted five initiatives over a five-year period starting in 2013.

- (1) Reduction of alcohol consumption by minors
- (2) Development and strengthening of industry voluntary standards on expression of drinking
- (3) Responsible product development and disclosure of information to consumers
- (4) Drunk driving reduction
- (5) Strengthening of collaboration with the retail field

Commitment related progress reports and evaluations are conducted by third parties and reported annually in the form of a progress report.

The Suntory Group's efforts in major markets including Japan and the United States have been reported and evaluated, including the distribution of educational materials for parents and children to prevent under 20 drinking in Japan and education programs for drunk driving offenders in conjunction with traffic courts in the United States. These efforts unique to Suntory as well as collaborative efforts with liquor associations in various countries have been highly praised.

In addition, an IARD CEO meeting is held annually during which serious discussions take place on matters that the liquor industry should tackle over the medium-to-long term and on a global level.



IARD-CEO meeting (2019)



Progress Report



Joint Declaration of digital media (2018),  
Trend report of underage drinking (2019)

## Overseas Activities to Raise Awareness of Responsible Drinking

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### 1) Reducing Drunk Driving

#### DWI Courts

Suntory Global Spirits is a lead supporter of America's National Center for DWI Courts, designed to get hardcore offenders who are most likely to repeat the treatment they need in an evidence-based program.

### 2) Reducing High-risk Drinking in University

#### Building Resilience in Campus Communities (BRICC) Coalition

BRICC works to reduce high-risk drinking at individual, group, organization and community levels at the University of Louisville and University of Kentucky.

[▶ Link to Suntory Global Spirits Drink Smart Website](#) 

# Quality Management

- ▾ Policies and Our Approach
- ▾ Promoting Structure
- ▾ Our Initiatives

## Policies and Our Approach

The Suntory Group has always striven to better the quality of its products and services with a customer first approach since its founding. Every employee always endeavors to sustain and improve quality according to the Suntory Quality Policy of "All for the Quality," which clarifies our approach to quality, to earn even greater trust from customers.

**Suntory Quality Policy**  
**All for the Quality\***

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**We offer products and services that meet or exceed relevant safety standards and will continue to respond to the desires of our consumers and customers and earn their trust.**

1. Each and every member of the Suntory Group wholeheartedly strives to offer products and services from the consumer's and customer's perspectives.
2. We strive to provide our consumers and customers with accurate information that is easy to understand. We earnestly listen to consumer and customer opinions and endeavor to reflect them in our products and services.
3. We abide by laws and regulations.
4. We place a very high priority on the safety of our products and services.
5. We continue to quest for even greater product quality by reference to recognized international quality standards.

\* "All for the Quality" is a slogan showing our basic philosophy to pursue product quality and safety. It should not be construed as our legal obligations or commitments.

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**SUNTORY**

## Promoting Structure

Following the acceleration of its own global development and expansion into new fields of business, the Suntory Group has been enhancing its Quality Management Systems as part of its Group Governance.

We installed the Quality Assurance Committee at Suntory Holdings Ltd. to promote quality management throughout the entire Group. This committee identifies quality risks and prevents trouble before it occurs in priority issues across the organization based on the Group quality strategy.

The Chief Quality Officer (CQO) of Suntory Holdings Ltd. plays a vital role in this process by strengthening the quality management capacities through holding meetings on product quality with each Group company.

The Suntory Group believe that it is our duty to continually deliver high quality products with new value, safety and reliability, able to bring joy to consumers worldwide. Thus, we are committed to producing high-quality, safe and reliable products that delight consumers across the globe. This promise is shared within the group through the Suntory's MONOZUKURI Manufacturing Values and Code of Conduct, which we have held dear and consistently delivered on since our founding.

# Our Initiatives

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## Assuring Quality in All Processes

Grounded in the Suntory Group Quality Policy, our employees are continually working to maintain and improve quality in all of our processes, from product planning and development to material procurement, manufacturing, distribution, sales, and services.

## Water, Agricultural crops, and Natural resources

### Water



- Regular analysis and inspection
- Development of new water resources
- Research into water quality in Japan and overseas



Regular inspection of water at the Safety Science Institute

### Raw material



- Evaluation and selection of suppliers
- Quality auditing of suppliers
- Developing new ingredients and sustainable procurement



Production site visits (Florida, U.S.A.)

## Research and technology development, Product planning and design

### Product design Scientific evaluation



- Designs that pursue good taste and functionality
- Risk assessment, from an analytical chemistry perspective, microbiological perspective, and biological perspective, of the products to be manufactured and sold, and safety analysis and inspections



Research and development

### Containers and packaging



- Evaluation of regulatory conformity for constituent materials
- Developing new containers and sustainable procurement
- Performance and safety evaluation

### Product labeling



- **Accurate labeling using easy-to-understand language**
- Compliance of food labeling regulations and standards for all products

## Manufacturing

### Manufacturing



- Acquisition of ISO9001 certification, HACCP (Hazard Analysis Critical Control Point) recognition, and FSSC22000 recognition
- Adoption of TPM (Total Production by foreign objects)
- Preventing and checking damage to containers, spillage of contents, and contamination of contents by foreign objects
- Strengthening of food defense, including room exit/entrance management and installation of cameras



Exterior check of products

### Premium gifts



- Safety, function, and other inspections by expert teams of premium gifts



Example of premium gifts attached to products

## Delivering

### Transport



- Sharing quality assurance knowledge with logistics companies
- Checking facilities, temperature, safety and hygiene in warehouses for product storage



Draft beer consumption quality improvement seminar

### Sales



- Support for sanitation management and quality control at restaurants
- Seminars on improving quality at the point of consumption aimed at business serving keg draft beer

## Customers

### Dissemination of information



- Easy-to-understand introduction of safety and security initiatives



Suntory Group's Quality Initiatives Website

#### \*Traceability

Ingredient traceability system such as using two-dimensional codes and social quality assurance activities related to sustainable procurement to realize a sustainable society

## Accurate and Easy to Understand Labeling

In terms of product labeling, the Group Quality Division has established a system to check for legal compliance and appropriateness, and promotes accurate labeling and easy-to-understand expressions in collaboration with the relevant teams including development and production of each Group company.

### Examples of Labeling on Products

#### Labeling example to prevent drinking alcohol by mistake

A mark that shows that this is an alcoholic beverage is put on products to prevent people from mistaking low-alcoholic beverages such as Chu-Hi for soft drinks. We also put a mark telling that "this is an alcoholic beverage" on the lid of the can and in Braille on our major products. In addition we also display "Drinking while pregnant or breastfeeding may be harmful to the development of unborn babies or infants" on products in order to evoke caution about alcohol in pregnant and nursing mothers.



### Allergen Labeling



Suntory has investigated raw materials and has confirmed whether or not they need to be indicated on products as allergenic. For our soft drinks, we not only comply 8 mandatory items required to put on the label by the Food Labeling Standards set by the Consumer Affairs Agency, but also include 20 recommended items. Although alcoholic beverages are exempted from allergen labeling requirement, we voluntarily put allergen information on our low-alcoholic beverages such as beer and Chu-Hi.

[▶ Product information \(ingredients, nutritional information, etc. can be checked\) \(in Japanese\)](#)

### "Month/year" labeling for "Best-by" dates

The best-by dates of soft drinks are generally indicated by a "date/month/year." In order to reduce the environmental impact of inventory management along with ease of understanding for customers, the Suntory Group is working to label products with the best-by date of one year or more as "month/year."

## Voluntary Recalls

While we do our best to assure quality, we also disclose information appropriately and promptly when problems do arise.

During the period from January 2023 until December 2023, there was one cases of recalls announced in newspapers or on the company's website due to violations of related regulations and our internal standards\*.

\* The following Suntory Group companies in Japan are eligible

Suntory Holdings Ltd., Suntory Beverage & Food Ltd., Suntory Foods Ltd., Suntory Spirits Ltd., Suntory Wellness Ltd., Suntory Flowers Ltd., Izutsu Maisen Co., Ltd., Pronto Corporation, DYNAC HOLDINGS CORPORATION, Häagen-Dazs Japan, Inc. and Monte Bussan K.K.

# Consumer-Oriented Management

▼ Policies and Our Approach | ▼ Promoting Structure | ▼ Our Initiatives

## Policies and Our Approach

### Voluntary Declaration toward Consumer Orientation

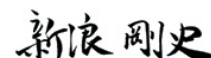
The policy of Consumer Orientation, which has been handed down from generation to generation since the company's foundation, is clearly stated in the Voluntary Declaration of Consumer Orientation.

#### Voluntary Declaration toward Consumer Orientation

April 2017

Takeshi Niinami

President, and Chief Executive Officer, Member of the Board,  
Representative Director,  
Suntory Holdings Ltd.



In line with Suntory Group's Corporate Philosophy, we offer products and services of the highest quality that enrich the lives of people around the world and contribute to a sustainable natural environment.

We aim to be a "Growing for Good" company that is a good corporate citizen trusted by consumers.

#### Initiative Policies

##### (1) We will offer products and services that create harmony with customers

We value close communication with customers, placing top priority on the customer. We will respond sincerely to opinions and requests received from customers. We will strengthen initiatives that help to develop and improve our products and services.

##### (2) We will pursue safety and reliability for customers

Grounded in the Suntory Group All for the Quality Policy, we will continually work to maintain and improve quality in all of our processes, from planning and development of products and services, to procurement of materials such as water, agricultural products and packaging, to manufacturing, distribution, sales, and services. We will strive to improve the quality of our products and services while preventing quality risks through the Quality Assurance Committee which promotes quality management throughout the Group.

##### (3) We will utilize customer feedback in our business activities

We will share the valuable information and opinions received from customers quickly throughout the Group and reflect that feedback in our corporate activities and the actions of our employees, ranging from improving products and services to strengthening risk management.

##### (4) We will strive to provide information to customers

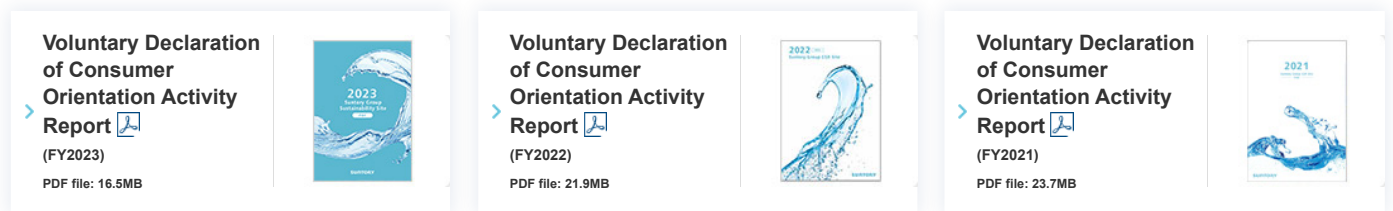
We will strive to use accurate indicators and easy-to-understand expressions for the labeling of our products, promotional materials and advertisements. We will also work to enhance information on our websites to enable customers to search for themselves online, in addition to using the communications received through the Customer Center such as telephone calls, letters, and emails. We will offer quality-related information in an easy-to-understand manner for customers.

## (5) We will foster a culture and awareness among employees to take action from the viewpoint of customers

We will continue the Customer Satisfaction Cultivation Activities to foster a corporate culture in which all of our employees consider the viewpoint of customers in their work. We will hold training programs for all employees, including those in divisions that have few opportunities to hear the views expressed directly by our customers.

## Voluntary Declaration toward Consumer Orientation Activity Report

The results of initiatives and improvements made to activities based on the above-mentioned Voluntary Declaration of Consumer Orientation are published on an annual basis.



## Basic Policy on Customer Satisfaction and Course of Action

We stipulated the Basic Policy on Customer Satisfaction in 1999 in order for each and every one of our employees to take action while always recognizing the goal of providing customer satisfaction. We formulated the Course of Action for our Customer Center in 2002 to be put into comprehensive practice by all of the Customer Center staff.



Customer Center

### Basic Policy on Customer Satisfaction

We strive to realize, maintain and improve customer satisfaction in every way through various activities to fulfill the responsibility as a member of the society. We value communication with the customers and provide safe and reliable products and services that bring joy to the customer and gain their trust, while providing information and implementing customer feedback to our business activities.

### Course of Action for Customer Center

1. We will respond to customer inquiries and complaints in a timely, accurate and sincere manner while being fair and just.
2. We will proactively provide reliable information that brings satisfaction to the customer.
3. We will incorporate feedback and requests of the society in the company.
4. We will comply with laws and our own standards to protect the rights of the customer.

## Customer Response Standard

Suntory Holdings Ltd. and 12 Group companies<sup>1</sup> have formulated a Course of Action that follow ISO10002 (JIS Q 10002) as a working mindset for acting according to the basic policy and course of action. We recognize the right of customers to make inquiries and complaints in these regulations, which are clarifying the active

efforts and responsibility to respond to customers with the objective of maintaining and improving customer satisfaction through our corporate activities. In addition, we will formulate and thoroughly familiarize employees with standards and procedures based on this course of action.

\*Suntory Beverage & Food Ltd., Suntory Foods Ltd., Suntory Beverage Solution Ltd., Suntory Foods Okinawa Ltd., Suntory Products Ltd., Suntory Spirits Ltd., Okinawa Suntory Ltd., Suntory Business System Limited, Suntory System Technology Ltd. Suntory Global Innovation Center Ltd., Suntory Corporate Business Ltd. and Suntory Field Expert Ltd.,(as of July 2024)

## CREDO (SUNTORY MIND for Customer Service)

The CREDO (SUNTORY MIND for Customer Service) was formulated as a doctrine for customer service in 2013 to embed the basic policies and course for action in the hearts of each and every employee in their daily tasks. We created this CREDO with all the staff at the Customer Relations Division in an effort to cultivate a climate that nurtures activities able to satisfy the customer.

**CREDO**  
SUNTORY MIND  
for Customer Service

私たちは、お客様に、一緒に働く仲間たちに、そして自分自身に約束したいことがあります。その約束が「クレド」です。そしてこれは、サントリーのお客様対応を担う者として、いかに行動すべきかという指針です。

私たち一人ひとりが自分の行動を見つめ、さらに一歩前に進みたいときに、この「クレド」を読み返します。

～ GRAND CREDO ～

No.1 私たちは、お客様の「安心」を育むものは「信頼」であり、お客様とサントリーの「信頼を築く」のは自分たちであることを忘れません。

No.2 お客様のお役に立ちたいという心を常にもちながら誠心誠意、お応えします。

No.3 そして、「サントリーファンづくりの最前線」に立っていることを胸に刻み、お問い合わせいただいた方に、いままで以上にサントリーを好きになってもらえるように心がけます。

**お客様への約束**

No.4 私たちは、ひとつひとつのお問い合わせがお客様にとっては「初めて」であり、「かかっている間に悩ましい」と受け取られる不安に寄り添います。

No.5 私たちは、お問い合わせできたことに感謝し、ご質問をいただいた時でも、感謝の心を忘れません。

No.6 私たちは、一人一人のお客様の声に、真摯に真摯に耳を傾け、共感しお応えします。そして、お客様の心を大切に、お客様が喜ばれていただくことに努めます。

No.7 私たちは、お客様がお問い合わせいただいた商品や状況を熟知し、常にお客様の立場に立って、お応えします。

No.8 私たちは、お客様の心を動かすには、誠意あるおもてなしの心であることを忘れません。

No.9 私たちは、明るく温かい心を忘れずに、声に笑顔をのせてお客様に対応します。

**一緒に働く仲間への約束**

No.10 私たちは、一緒に働く仲間を信頼し、互いに尊重しあい、そしてチームでの対応が必要な際には、みんなで挑戦しながら心から「頑張ろう」という気持ちで取り組んでいます。

No.11 私たちは、仲間がいつでもベストな状態で、最上のお客様対応の出来るようにサポートします。

No.12 私たちは、一緒に働く仲間との「アイコンタクト (face to face)」コミュニケーションを大切にします。

No.13 私たちは、一緒に働く仲間が「お客様対応」で頑張っている姿を、互いに誇りに感じ、励みあいます。

**自分への約束**

No.14 私たちは、「サントリーグループ」の代表として、プロとしての誇りを持ち、自ら考え、お客様にとってのベストをお応えします。

No.15 私たちは、お客様から学び、成長し続けます。そのため、自分の変化にあわせて、柔軟に学び、成長し続けることに努めます。

No.16 私たちは、お客様からいただいたひとつひとつの声を大切に聞き、真意を察知して、社内へ積極的に伝えます。

No.17 私たちは、お客様に喜んでもらえるように、美味しい接客や接客の質を高め、美しい笑顔のある接客を心がけ、自分自身の心身の健康も大切にします。

私たちのクレド  
これはお客様、仲間、そして自分への約束です。

## Promoting Structure

The Suntory Group values two-way communication with the customers in the belief it has held since its founding that customer satisfaction should be given top priority. In 1976, we opened the Consumer Department to handle inquiries from customer. The office now operates as the Consumer-Oriented Management Department of Suntory Holdings Ltd.. We respond sincerely to the opinions and requests that we receive from the customers based on the Voluntary Declaration of Consumer Orientation. We are strengthening initiatives to more widely reflect this feedback in our corporate activities, including improvement and development of better products and services.

## Our Initiatives

### Communicating with Customers

Since our founding, we have been prioritizing customer satisfaction. We value regular communication with the customers and reflect their feedback in our corporate activities.

### Responding, Sharing and Utilizing Customer Feedback

Our Customer Center uses a proprietary information search system to respond quickly and accurately to customers so that those who make inquiries are not left waiting.

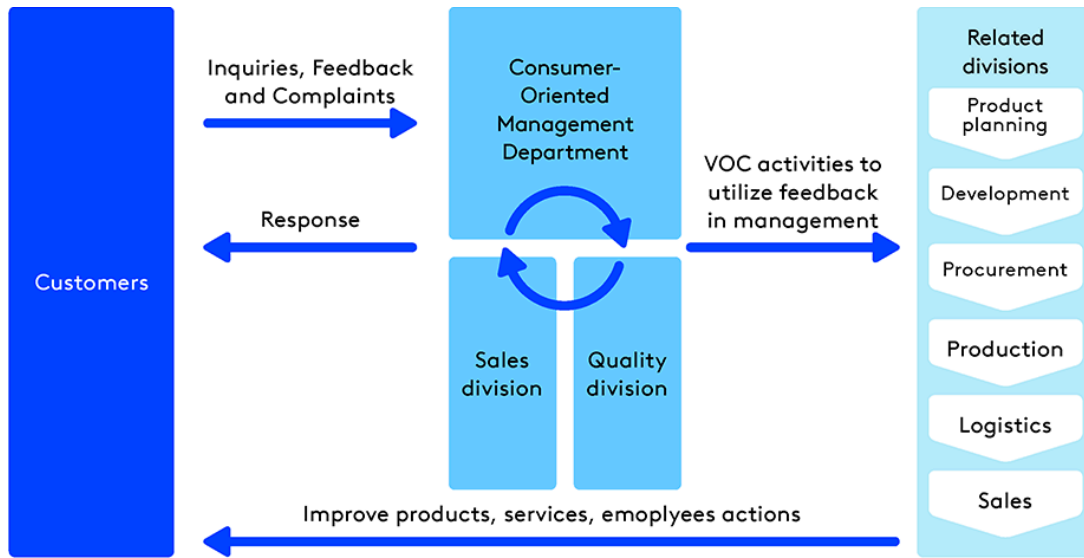
By recording the inquiry and our response in our core information management system upon receiving the inquiry, valuable information from the customers is shared

immediately with relevant departments to enhance quality and improve risk management.

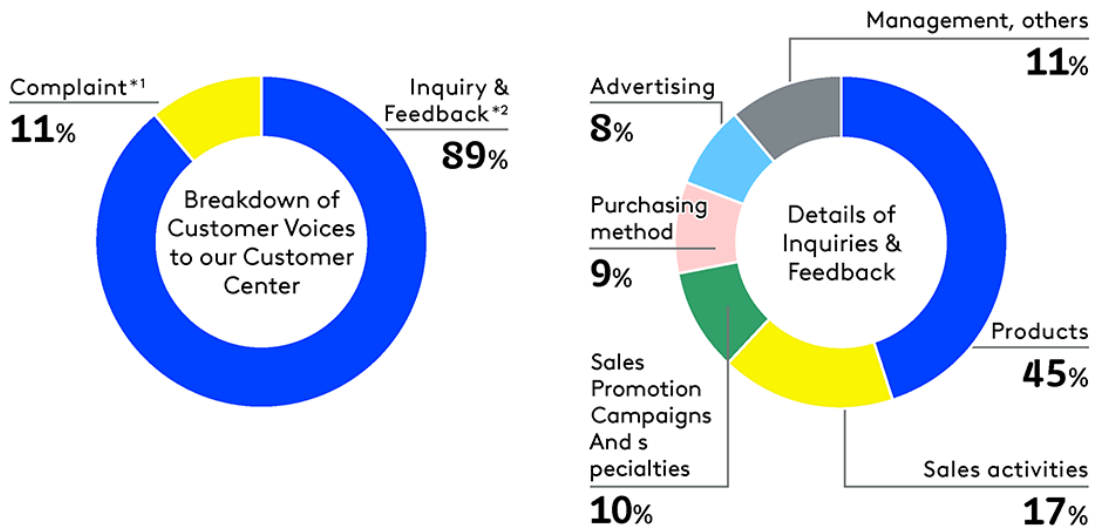
We periodically share the feedback we receive from the customers with relevant departments to strengthen our VOC activities\* that reflect this feedback in our corporate activities and employees course for action, which includes improving our products and services and enhancing our provision of information.

\* VOC (Voice of Customer) activities: Activity to reflect customer feedback in management policy.

### Flow of Customer information



### Customer voices to our Customer Center (Results of 2023: Approx. 76,000)



\*1 Complaints: Includes expressions of dissatisfaction by customers about products or corporate activities

\*2 Inquiries and feedback: Includes a wide range of questions and opinions expressed by customers other than complaints

### Valuing Customer Feedback for Product Development

We are aiming to improve quality, product development and the provision of information through incorporating opinions and requests from the customers. Having a point of view of the customers is crucial in developing products that are safe and easy to use. We carefully listen to the feedback of the customers, and aim to provide kinder, gentler products to all people. We listen to customer feedback carefully and use it to continuously improve our products and services. Customer feedback regarding products of other companies and products in other categories are shared with the development division to stimulate new findings from a wider perspective and make prior checks from the customer's point of view.

We will introduce examples of how we have utilized actual customer feedback in our products and services, using a variety of situations as a starting point.

\* Products that are no longer sold are also shown.

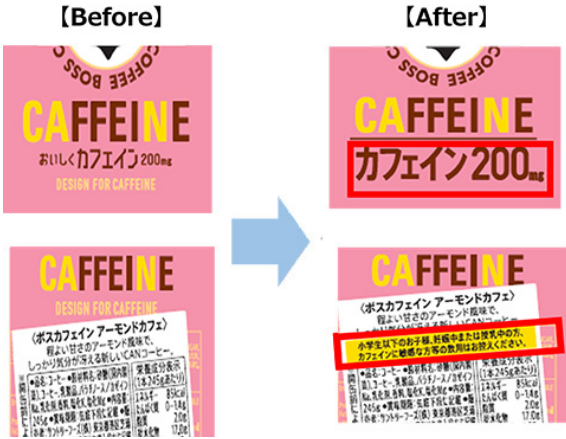


### Customer feedback

I would like the description of caffeine in “BOSS Caffeine” to be easier to see.

### Making the most of customer feedback

The caffeine label is placed prominently on the front of the product to make it easy to understand, and the warning for children and lactating mothers is also included in a color scheme that is easy to see.



\* This product is no longer available



### Customer feedback

The designs of “Horoyoi” <Iced Tea Sour> and <Cassis and Orange> are similar, can you make them easier to distinguish?

### Making the most of customer feedback

The designs have been changed so that customers can easily distinguish them at a glance.



\* The designs have since been further revised



## Customer feedback

Are there any beverages to prevent heat stroke?

## Making the most of customer feedback

Suntory offers a wide product lineup of beverages containing moderate amounts of salt, which are effective in combating heat stroke.



## Customer feedback

Can "lyemon green tea 'Ocha Dozo'" be heated in an incubator?

## Making the most of customer feedback

The bottle was not originally designed to be heated, but now it can be used both cold and hot, and can also be heated in an incubator or other device. To make it easier to understand that the bottle can be used both cold and hot, the phrase "Delicious both cold and hot" has been added to the product itself.

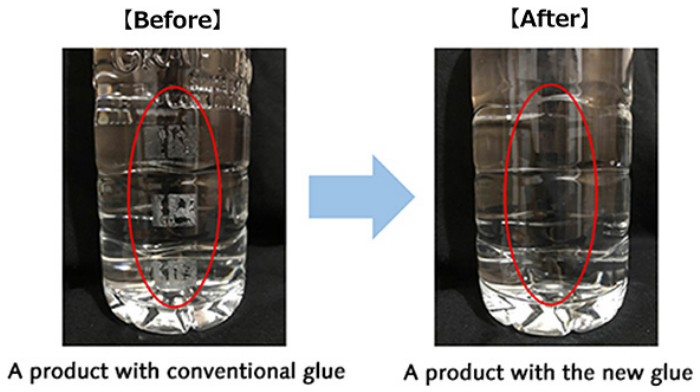


### Customer feedback

The labels on plastic bottles are difficult to remove. Sometimes glue is left behind.

### Making the most of customer feedback

We have developed a glue that is easier to peel off than conventional glues while maintaining the same adhesive strength. The new glue will be applied progressively to a wide range of products in the future.



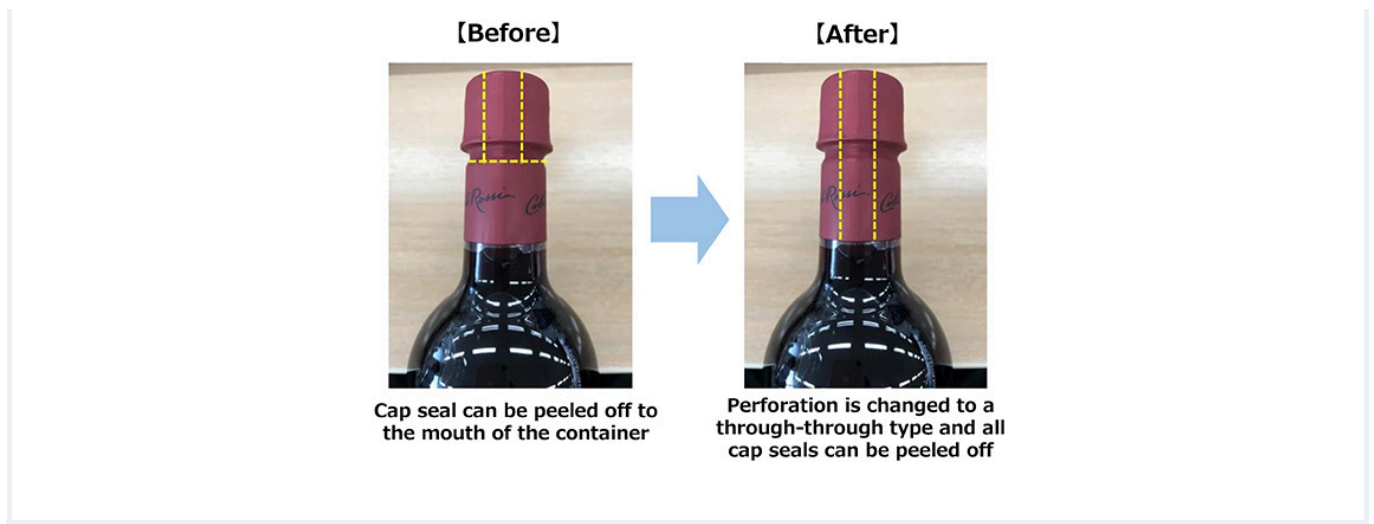
### Customer feedback

There is no cut line at the bottom of the wine cap seal, making it difficult to remove from the container when sorting.

### Making the most of customer feedback

To make it easier for customers to remove, we have added the cut line to the cap sticker of all PET bottled wines.





## Expanding communication outlets: Use of Digital and Social Media tools

In addition to communication by telephone, letter, and email through the Customer Center, we are working to enhance the information on the Customer Center website by utilizing photos and illustrations for customers who search for information on their own through the website. In addition, we have prepared an inquiry form in English to respond to inquiries from overseas customers. In 2022, we opened a LINE app Customer Service. We are working to create an environment that makes it easier for customers to contact us.



Suntory Customer Center website(PC)



Suntory LINE app Customer Service

[▶ Suntory Customer Center homepage](#)

## Communicating Our Consumer-Oriented Initiatives to Society

The Suntory Group actively communicates its Consumer-Oriented management philosophy and initiatives through various media and activities.

### Voluntary Declaration of Consumer Orientation and Activity Report

In April 2017, we revised our Consumer-Oriented approach and initiative policies passed down since the founding of Suntory to draw up and release Voluntary Declaration of Consumer Orientation. The specific activities that we have undertaken based on the declaration are reported to society in the Voluntary Declaration of Consumer Orientation Activity Report. We were awarded the Commissioner award in January 2020 for the 2019 Award for good practices of Consumer-Oriented management hosted by the Consumer Affairs Agency.

As a company that discloses its Voluntary Declaration of Consumer Orientation, we have provided the declaration and content of activities on the Customer Affairs Agency website.

### Employees with Consumer-Oriented Mindset

In order to promote Consumer-Oriented Management, we conduct enlightenment activities for employees for nurturing Consumer-Oriented mindset.

### Continuing to Meet Consumers Expectations

We focus on Consumer-Oriented Enlightenment Activities and culture-building, with the aim that each employee will deepen his or her understanding of changes in customer attitudes and interests, and be capable of delivering products and services that exceed customer expectations.

## Overview of Internal Enlightenment Activities

### Consumer-Oriented awareness-raising company-wide activities

Initiative	Target	FY2023 results
Top commitment (Homepage/Video)	All employees	Held in May
Consumer-Oriented spirit development seminar	All employees	Held from December to January 2024
Consumer Orientation Month	All employees	Held in May
On-site Customer Relations Promotion Leaders	All sales sites	Held year-round
VOC monitoring by management	Executive	Held in March

### Human Resource Development

Initiative(Suntory University)	Target	FY2023 results
New manager training	New managers	Held in February and August
4th year training	4th year employees	Held in October
New employee training	New employees	Held in April

### Enhancing VOC\* Contact Points

Initiative	Target	FY2023 results
Monthly report	All employees	Once a month
Weekly report	Management Level	Once a week

\* VOC : Voice of Customer

## Consumer-Oriented Awareness-raising Company-wide Activities

### Consumer-Oriented Spirit Developments Seminar

We hold the Consumer-Oriented Brush-up Seminar annually for all employees. Each employee listens to voices including the words of encouragement from customers and is presented with examples of Consumer-Oriented activities being undertaken at each site in the company to deepen a Consumer-Oriented mindset and encourage action. After attending the seminar, each employee declares what he or she can do as an individual "Consumer Orientation Action Declaration". In addition, the seminar is widely distributed to group companies in a form that makes it easier for them to take the seminar, such as by video distribution, and the entire Suntory Group is working to firmly establish Consumer-Oriented behavior.



CEO message



Video Introducing examples of Consumer-Oriented activities

## Commitment to Consumer Orientation Month

Every May is designated Consumer Orientation Month, an annual opportunity for all Suntory Group companies in Japan and overseas to reaffirm the significance of Consumer Orientation and the need to think and act accordingly, both on an organizational and individual basis. Each department discusses "who are their customers" and "what they can do with their Consumer-Oriented approach." In addition, The Consumer Orientation Action Declaration issued at the beginning of the year is reflected upon and serves as a catalyst for Consumer-Oriented thinking and action.



## Assigning On-site Customer Relations Promotion Leaders

Beginning in 2018, we have assigned "Customer Relations Promotion Leaders" to play a central role in further penetrating and establishing customer orientation, particularly at sales offices that have many direct points of contact with customers.

## VOC Monitoring by Management

Suntory provides a program for management to listen to calls from customers received by the Customer Center in real-time. They can hear the questions, concerns and opinions that customers have about Suntory products and services in daily life. This puts in place an opportunity to utilize all of this customer feedback to better address their needs.



President Niinami listening to customer feedback



Vice president Torii listening to customer feedback

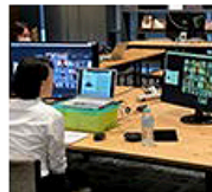
## Talent Development at Every Level



**New managers**

**4th year**

**New employee**



Learn about decision making in Consumer-Oriented spirit  
**Lecture about "What is Consumer-Oriented decision making?"**

Improve your ability to assume the customer's point of view  
**Customer experience program**

Learn the basics of Consumer-Oriented spirit  
**Lecture on basics of Consumer-Oriented spirit**

As a part of our Talent development program Suntory University, we carry out training in line with the career path of each employee. At first, during new employee training, participants will learn about the Suntory Group's Consumer-Oriented spirit that has been continuously passed down since its foundation. As four-year employees, by listening to the voices of our customers in groups and discussing their thoughts and expectations, we learn about the importance of Consumer Orientation. Employees who are being promoted to manager are practically taught important Consumer-Oriented decision-making techniques such as through group discussions based on business experiences.

## Enhancing Opportunities for Employees to Listen to Customers

We engage in activities to strengthen opportunities to share customer feedback with employees, even those who have less opportunities interacting with customers directly.

## Disseminate Customer Feedback through Monthly Reports and Weekly Reports

We share customer opinions and requests widely within the company on a weekly and monthly basis via the intranet and email, with the aim of having all employees respond to customer opinions about our products and corporate activities and link them to their own work and actions.

「ハーモニクスレポート」は、お客様の声を共有し、業務に役立てていただくとともに、一層お客様志向を高めていただくためのレポートです。  
(掲載内容は社外開示禁止です。)



お客様の声	全てを閲覧する ▼	<b>『サントリー生ビール』瓶・樽 業務店 反響</b> 「サントリー生ビール好きなのでお店の樽生で飲んでみたい」
サントリアンの声		<b>『-196』ビッグバン活動 反響</b> 「-196の無糖4%オレンジ&レモン、「酒を飲みたい時」というより「食事酒」に向いてる」
		<b>『茉莉花&lt;ジャスミン茶割・JJ&gt;』CVS先行新発売 反響</b> 「JJ炭酸がないのでお腹に溜まらないので、すごい沢山飲めちゃう」
		<b>サントリアンの反響</b> 皆様がハーモニクスレポートに感じられた価値や活用事例をお伝えします。

Harmonics Report provided to employees via our intranet

# Communities

▼ Policies and Our Approach | ▼ Our Initiatives

## Policies and Our Approach

### Basic Policy on Social Activities

Since first opening its doors, the Suntory Group has been involved in community contribution, arts, culture, sports and environmental activities based on the spirit of Giving back to Society. The social activities of the Suntory Group contribute to sustainable growth of its businesses while solving issues in local communities.

#### Suntory Group Basic Policy on Social Activities

The Suntory Group follows the principle of “Giving Back to Society” established by our founder. We actively engage in undertakings for the public benefit to create a world in which people can lead meaningful lives.

“To inspire the brilliance of life, by creating rich experiences for people, in harmony with nature,” which is our corporate philosophy, we strive to deliver the highest quality products and services to customers while taking responsibility for contributing to enriching society and sustainable planet.

1. Promote activities based on the standpoint of the next generation and actual situation worldwide together with our employees around the fields of arts and culture, sports, social welfare, and the natural environment.
2. Focus on a dialog with stakeholders and work to generate links and cooperation.
3. Support the wide-range of volunteer activities of employees.

## Our Initiatives

### Social Contribution and Welfare

#### Support through the Social Welfare Organization

##### Social Welfare Organization Hojukai

Suntory founder Shinjiro Torii began the Hojukai in 1921 with the establishment of the “Imamiya Dispensary” free clinic in the Airin district of Osaka City to assist people living in financial hardship based on his strong belief in social contribution. The Hojukai was named by combining one Japanese kanji character of Shinjiro Torii's wife's name and one Japanese kanji character from our Kotobukiya company name from that time. During the turmoil after the Second World War, accommodation facility was provided for victims of war, people that returned from overseas and people that did not have a place to go, which are currently used as special elderly nursing home and nursery schools. Hojukai continued activities as a social welfare organization and it operates Takadonoen (special care facility for seniors established in 1974), Domyoji Takadonoen (a general-purpose welfare facility established in 2008), the Tsubomi Nursery School (1975), and the West Asahi-ku Community General Support Center (commissioned by Osaka City in April 2011).

To respond to the current needs, The Hojukai has been putting efforts in at-home nursing care services such as home-visit nursing care, outpatient nursing care, and in-home long-term nursing care services. In the spring of 2017, Tsubomi Nursery School moved to a new premise with the aim of an even more unique and

comfortable facility as well as a nursery school that nurtures a wealth of sensibility.

"Hojukai," the first corporation to conduct social welfare activities in Osaka, celebrates its 100th anniversary in 2021.



Takadonoen, special care facility for seniors and Tsubomi Nursery School



Domyoji-Takadonoen, a general-purpose welfare facility



West Asahi-ku Community General Support Center

➤ For more information, see [Social Welfare Organization Hojukai \(in Japanese\)](#) [↗](#)

## Donating Suntory Products to Children Homes with the Cooperation of Food Bank Activities

The Suntory Group has donated approximately 94,000 cases of food and drinks to entities such as orphanages, welfare institutes, community centers, and disaster affected areas since 2010 through the Second Harvest non-profit organization that engages in Food Bank activities. The products that are donated are given under the condition that they have the same quality as the products sold commercially. We also conduct the same level or quality assurance, customer service, and all other operations for those products as the products sold commercially. This program started in Tokyo Metropolitan area in 2010 and was later expanded to include Okinawa in 2013. In the future, we will continue this food bank activity to deliver the appropriate amount of food as necessary.



Endowments to inner-city children homes

## Engaging in Charitable and Voluntary Activities

The Suntory Group will continue to conduct community contribution activities through charities.

### Employee Volunteer Activities

The Suntory Group conducts a wide range of social contribution activities based on its spirit of Giving back to Society, but a relationship between society and every Group employee is also important.

We actively suggest that employees use time created through work style reform promoted throughout the entire Group to participate in employee volunteer activities to discover new value and serve as opportunities for individual growth.

➤ For more information on the [Employee Volunteer Activities](#), see [Employee Volunteer](#).

### Suntory Ladies Open Golf Tournament

Entry fees to the amateur-professional charity tournament, money from charity corner sales, etc. from the Suntory Ladies Open Golf Tournament (started in 1990) have been used to support Kobe City's disaster recovery efforts from the Great Hanshin-Awaji Earthquake. The support continued from 1995 to 2010. Since 2011, we have donated fire trucks and other equipment to Natori City and Sendai City in Miyagi Prefecture as support for disaster-affected areas that were severely damaged by the Great East Japan Earthquake. Since 2016, we have been providing recovery support to areas affected by the Kumamoto Earthquake and the Great East Japan Earthquake.

Although the 2020 event has been cancelled, we have made a donation to Hyogo Prefecture to support medical professionals.

Currently, our activities include support for junior golfers and the development of the golf industry, and we will continue to engage in charitable activities that meet the challenges of the times.



A Fire truck donated to Natori City, Miyagi Prefecture

## Suntory Dream Match

We use a portion of the proceeds from "Suntory Dream Match," an event held since 1995, to conduct charity activities centered on baseball and catch-ball classes for children, taught by former professional baseball players.



A baseball workshop held in Kumamoto Prefecture in November 2020



Catch ball class in disaster affected areas using charity

## Disaster Recovery Support

The Suntory Group launched programs to support programs that aim to build the future of Tohoku and Kumamoto as part of the initiatives to continue supporting the recovery activities in the regions after the Great East Japan Earthquake and Kumamoto Earthquake.



- [The Suntory Tohoku Sun-Sun Project](#)
- [Suntory "Land of Water" Kumamoto Support Project](#)

## Support for Disaster Areas

The Suntory Group provides help to the people and places afflicted by disasters by providing relief contributions and drinking water when large disasters strike Japan or other countries.

Open 2010 to 2018 +

Year	Incident	Amount Donated	Beneficiary	News release
2019	Typhoon No.15	50 million yen	Chiba Prefecture	➤ <a href="#">Suntory Pledges ¥50 million to support Typhoon No. 15 Relief and Recovery</a>
2019	Typhoon No.19	550 million yen	Iwate Prefecture, Miyagi Prefecture, Fukushima Prefecture, Ibaraki Prefecture, Tochigi Prefecture, Gunma Prefecture, Saitama Prefecture, Kanagawa Prefecture, Niigata Prefecture, Nagano Prefecture and Shizuoka Prefecture	➤ <a href="#">Suntory Pledges ¥550 million to support Typhoon No. 19 Relief and Recovery</a>

2020	Bushfire Relife and recovery in Australia	\$500,000 AUD	Australian Red Cross, the New South Wales Rural Fire Service and the New South Wales Wildlife Information Rescue and Education Service (WIRES)	➤ <b>SUNTORY GROUP PLEDGES \$500,000 TO SUPPORT BUSHFIRE RELIEF AND RECOVERY IN AUSTRALIA</b>
2020	Australian Bushfires	50 million yen	Kumamoto Prefecture	➤ <b>Suntory Pledges ¥50 million to support the Relief and Recovery of the Kumamoto area affected by the heavy rain</b>
2021	COVID-19 Relief in India	\$600,000 (approx. INR 44,184,000)	British Asian Trust Confederation of Indian Industry National Restaurant Association of India Government-led relief efforts	➤ <b>Suntory Holdings and Beam Suntory Donate \$600,000 to Organizations Supporting COVID-19 Relief in India</b>
2021	Tornados in Kentucky	\$1 million	Team Western Kentucky Tornado Relief Fund American Red Cross's Disaster Relief Fund	➤ <b>SUNTORY HOLDINGS AND BEAM SUNTORY CONTRIBUTE \$1 MILLION TO SUPPORT RECOVERY FROM DEVASTATING TORNADOS IN KENTUCKY</b>
2022	Tonga's Volcanic Eruption and Tsunami	US \$87,700 (10 million Japanese yen)	Kingdom of Tonga	➤ <b>Suntory Group to Donate Over US \$100,000 to Support Tonga's Volcanic Eruption and Tsunami Response</b>
2022	Humanitarian Assistance in Ukraine	\$600,000	Humanitarian organizations such as the United Nations World Food Programme (WFP)	➤ <b>Suntory Group to Support Humanitarian Relief Efforts in Ukraine</b>
2023	Maui Fire and Disaster Relief	US \$70,000	Maui Strong Fund, Hawai'i Community Foundation	➤ <b>Suntory Holdings to Donate US \$70,000 To Support the Maui Fire and Disaster Relief</b>

## Providing Free Beverages When Disasters Strike

Suntory Foods Ltd. has developed and is furthering the installation of emergency beverage vending machines. This system normally sells beverages from vending machines in peace times but will provide them for free during emergencies such as when disasters strike. Beverages can be easily accessed even if the power goes out. Many people used this system after the Great East Japan Earthquake that struck in March of 2011. We are furthering the installation on premises with focus on public facilities and hospitals.



Emergency beverage vending machine

## Coexisting with Communities around Our Plants

The Suntory Group's major plants are making efforts to engage in dialogue with local residents. We also work to provide venues for interacting with the local community through measures such as opening parks and trails created at our plants. We have third parties conduct environmental impact assessments when we construct new plants and work to get the understanding of the people who neighbor the site. We also make efforts to harmonize the plants with nature by preserving the sites' biodiversity and pursuing greening initiatives on their grounds.



## Promoting Greening of Plants

The Suntory Group's plants consider biodiversity and promote greening that is in harmony with local environment, receiving awards in various locations as model green plants.

### Model greening plant commendation (hosted by Japan Greenery Research and Development Center)

Year of commendation	Plant of commendation	Name of commendation
1987	Suntory Tonegawa Brewery	Tokyo Commerce and Industry Bureau Director's Award
1989	Hakushu Distillery	Prime Minister's Award
1993	Azusa-No-Mori Plant	Minister's Commerce and Industry Prize
2002	Yamazaki Distillery	Minister Prize of Economic, Trade and Industry
2006	Kyushu Kumamoto Plant	Japan Greenery Research and Development Center Award
2008	Takasago Plant	Japan Greenery Research and Development Center Award
2014	Suntory Tonegawa Brewery	Minister Prize of Economic, Trade and Industry
2014	Kyushu Kumamoto Plant	Minister Prize of Economic, Trade and Industry
2014	Haruna Plant	Japan Greenery Research and Development Center Award
2019	Kyushu Kumamoto Plant	Prime Minister's Award
2023	Kita Alps Shinano-no-Mori Water Plant	Japan Greenery Research and Development Center Award

### Other greenification commendations

Year of commendation	Plant of commendation	Name of commendation	Hosted by
1986	Kyushu Kumamoto Plant	Kyushu Bureau of Economy, Trade and Industry Greenery Award	Kyushu Bureau of Economy, Trade and Industry
1997	Suntory Tonegawa Brewery	National Arbor Day Awards Grand Prize in the Contest for Environmental Greening	Gunma Prefecture
2005	Kyushu Kumamoto Plant	Prize for Kumamoto Scenery/Prize for Local Scenery	Kumamoto Prefecture
2011	Okudaisen Bunanomori Natural Mineral Water Plant	Award from The Japanese Society of Revegetation Technology (Technology Award)	The Japanese Society of Revegetation Technology
2018	Kyushu Kumamoto Plant	Kumamoto Environmental Grand Prize	Kumamoto Prefecture

## Dialogue with Customers through Plant Tours

We offer plant tours of our breweries, whisky distilleries, wineries, and natural mineral water plants so that more people can become familiar with our dedication to good taste and safety, our concern for the environment, and the approaches we take through our products. While viewing our production processes, visitors will be provided with easy to understand explanations about the detail that goes into our work and enjoy tasting and other activities. In addition, special seminars to learn the commitment toward brewing beer and ways to enjoy whisky are held, attracting approximately 660,000 visitors each year.



Natural mineral water plant tour



Special seminar held at a beer plant

# Suntory "Land of Water" Kumamoto Support Project

## Supporting Kumamoto Earthquake Recovery Efforts

Suntory Holdings Ltd. started Group-wide recovery support activities as the Suntory Land of Water Kumamoto Support Project to support the revitalization of Kumamoto after the earthquake that struck in 2016.

We have delivered approximately 210,000 bottles of Suntory Tennensui mineral water in April 2016 and contributed 100 million yen in relief aid to municipalities affected by the Kumamoto earthquake in May 2016.

Thereafter, Suntory decided to provide additional support of ¥300 million in October 2016. We launched the Suntory Land of Water Kumamoto Support Project, and we will continue to focus on activities that ensure the sustainability of groundwater in the Kumamoto region as well as those that support the livelihoods of the community members in affected areas through culture, arts, and sports based on the desire to contribute to the recovery of the prefecture as a company with the Suntory Kyushu Kumamoto Plant located in Kumamoto.



### More information about these initiatives

[Kumamoto Earthquake Recovery Support Site](#)

#### Activities to Contribute to Sustainability of Groundwater in the Kumamoto Area

#### Suntory Kumamoto Groundwater Mirai Project

### 「サントリー熊本地下水みらいプロジェクト」



#### Recovery of Winter Rice Fields



Renovations



Planting Event



Long Awaited Harvest

#### Activities to Support the Mind and Body Through Culture, Arts and Sports

#### Holding sports classes

We hold volleyball and rugby classes by Suntory's sports teams and baseball classes in disaster affected areas.

Number of participants

Approx. **2,200**



Suntory SUNGOLIATH  
Rugby Classes



Watching tour of RUGBY WORLD CUP  
JAPAN 2019 with Suntory SUNGOLIATH

[Movie](#)



Suntory SUNBIRDS  
Volleyball Classes

## Suntory Dream Match Live



## Vienna Philharmonic Recovery & Remembrance Concert

In cooperation with the Vienna Philharmonic Orchestra, we established a fund, and, in addition to presenting performances by orchestra members, we provided grants and technical support to local organizations.

Number of participants

Approx. **1,300**



## Recovery & Remembrance Concert Led by Super Kids Orchestra Yutaka Sado

Supporting recovery concert activities since 2015 by Super Kids Orchestra led by international conductor and Super Kids Orchestra Artistic Director Yutaka Sado.

Number of participants

Approx. **3,000**



## "Minna no Machi" concerts held through the cooperation of Kumamoto Prefectural Theater, the Kyushu Symphony Orchestra, and Suntory

We have been holding concerts at elementary schools, public halls, and other locations around the Kyushu Kumamoto Plant in cooperation with Kumamoto Prefectural Theater and the Kyushu Symphony Orchestra since 2018.



Number of participants  
Approx. **3,000**

### Community Support

## Support Activities Using Suntory Capital Expanded with Focus on Kashima, Mashiki and Mifune around the Kyushu Kumamoto Plant in Kyushu

In cooperation with Suntory Flowers, we deliver flower seeds and flower pots to local people and hold workshops



## Everyone Afflicted by the Disaster from Kashima, Mashiki and Mifune around the Kyushu Kumamoto Plant in Kyushu Invited to a Plant Tour

Invited people living in temporary housings in Kashima, Mashiki and Mifune around the Kyushu Kumamoto Plant



Number of participants  
Approx. **850**

### Kumamoto Future Vision Program



Five years after the Kumamoto Earthquake, and beyond.

In 2021, Suntory, as a local company, will continue to think about the future of Kumamoto together with the next generation and continue our efforts to be close to the community.

- [News Release \(Japanese only\)](#) 
- [Special Site \(Japanese only\)](#) 

- [back to previous page](#)

# The Suntory Tohoku Sun-Sun Project

## Activities to Support the Recovery from the Great East Japan Earthquake

The Suntory Group is expanding its support for recovery from the Great East Japan Earthquake. Immediately after the earthquake, the Suntory Group provided 1 million bottles of mineral water as emergency relief supplies and donated ¥300 million to the three affected prefectures. We also worked to provide support for the reconstruction with contributions equivalent to a total of 10.8 billion yen: 4 billion yen in 2011, 2 billion yen in 2012, 2.5 billion yen in 2013, and 2 billion yen in 2014.

The Suntory Group launched the "Suntory Tohoku Sun-Sun Project" and actively continues its support activities with focus on "Support Recovery of the Fishing Industry," "Youth Support Initiatives," "Challenged Sports," and "Support through Culture, the Arts, and Sports" with the hope to bring warm light like the sunshine, and smiles and joy to disaster affected areas. We support the purchase of fishing vessels, fishing equipment and fixed fishing nets to assist the early recovery of the fishing industry. We award grants to students at fisheries high schools, provide a safe and secure environment for children to learn and play such as childcare facilities, and support NPOs that help children such as Save the Children Japan. We engage in other various cultural and sports activities to bring smiles and joy.

Since 2014, we have been providing support for Challenged Sports in Iwate, Miyagi, and Fukushima prefectures, based on our desire to deliver hopes and dreams. We will donate the equivalent of 1 billion yen over the period of six years focusing on Challenged Athlete Subsidy aimed at supporting individual athletes and organizations, Challenged Sports Academy aimed at providing opportunities mainly for children to experience challenged sports and engage with athletes, and Challenged Sports Training Support aimed at popularizing, strengthening and supporting them.

In February 2021, thinking that there must be something we can do to help the efforts of these people in Tohoku, we started the "Mirai Challenge Program." To help build the future of Tohoku, this program will provide support through grants to people working toward regional revitalization in the prefectures of Iwate, Miyagi, and Fukushima.



### Result of Support

#### Recovery Support for the Fishing Industry

##### Donating to the reconstruction of the prefectures' fishing industries

To support early reconstruction through the auspices of prefectural governments, Suntory donated ¥3.0 billion to Miyagi Prefecture and ¥2.5 billion to Iwate Prefecture



##### Support to cover costs of acquiring fishing vessels

To ease the burden on fishermen, the Suntory Group is acting through the auspices of Miyagi Prefecture and Iwate Prefecture to shoulder a portion of the costs to acquire new fishing vessels. The Group is supporting the restoration of about 10,000 vessels of all sizes and types, from deep-sea tuna vessels to squid fishing vessels

Amount of support to cover costs of acquiring fishing vessels

Approx. **10,000** ships



### Support to restore fishing-related facilities

Donations for the reconstruction of the fishing industry in Miyagi Prefecture and Iwate Prefecture are also used in the restoration of fixed fishing nets and aquaculture facilities

Amount of support for fishing vessels

Approx. **1,100** locations

Amount of support for fixed shore nets

Approx. **400** locations



### Youth Support Initiatives

#### Scholarships for fisheries high schools

For five years beginning in 2012, the Suntory Group is providing free scholarships to disaster affected students at seven fisheries high schools

Number of scholarship recipients (total)

Approx. **3,000**



#### Support for building a place for children in Fukushima to learn and play

We build childcare facilities, hold workshops conducted by various Suntory Group companies, provide training for instructors, excursions, etc. so that children in Fukushima Prefecture can learn and play in safety

Number of childcare facilities built

**5** facilities

Number of outdoor activity participants such as summer camps

Approx. **8,800**



#### Providing assistance to NPOs that support the children of Fukushima

We provide three year aid for organizations that provide intensive support to children in Fukushima Prefecture who have been living in evacuation centers for long period of time

Number of organizations that were awarded grants

**57** organizations



## Construction of Ishinomaki City Children's Center "Raitsu" and Yamada Fureai Center "Hapine"

We provided aid for the total cost of construction for the Ishinomaki City Children's Center "Raitsu" (Miyagi Prefecture) and Yamada Fureai Center "Hapine" (Iwate Prefecture) facilities that were planned and designed by the children



Number of Ishinomaki City Children's Center "Raitsu" users annually

Approx. **3,300**

Number of Yamada Fureai Center "Hapine" users annually

Approx. **67,000**

## Cooperative program through music with the TOMODACHI Initiative

We are supporting students in disaster affected areas to attend music school in the United States with the cooperation of the TOMODACHI Initiative led by the US Embassy and U.S.-Japan Council. In the TOMODACHI Suntory Fukushima Mirai Music Program, we provide opportunities for the music club of Fukushima Futaba Mirai Gakuen High School to learn at workshops conducted by the New York Philharmonic orchestra in the United States



Donation

Approx. **\$1,000,000**

## Supporting Challenged Sports

### Challenged sports experience classroom

We have been holding classes where children from Iwate, Miyagi, and Fukushima prefectures can experience playing various Challenged Sports together with challenged athletes from the Tohoku region



Number of participants

Approx. **1,000**

### Visits by athletes

Athletes visit schools to provide children at elementary schools and junior high schools in areas affected by the disaster to allow them to experience wheelchair basketball and conduct boccia experience activities at special needs schools



Number of participants

Approx. **4,646**

### Challenged athlete subsidy

We provide grants to individuals and organizations as a way to support the training of athletes on par with global standards and to develop and popularize challenged sports



Individual

Total **294** people

Organization

Total **129** teams

(As of January 2020)

### Challenged sports training support

We support strengthening the base and improving the environment of Challenged Sports through renovating public facilities and donating sports wheelchairs in order to develop and popularize them



Hosting introductory workshops for wheelchair sports to cultivate challenged sports coaches in each prefecture

Sports wheelchairs

35

STT table-tennis tables

5

Facility renovations

3 locations

Introductory Workshop to Wheelchair Sports

Held 13 times



## Support through Culture, the Arts and Sports

### Vienna Philharmonic & Suntory Music Aid Fund

Together with the Vienna Philharmonic Orchestra, Suntory is providing aid for music-related initiatives and is bringing concerts to the disaster affected areas

The number of attendees at Concerts for Kids

Approx. 14,000

Performance held by Vienna Philharmonic & Suntory Music Aid Award activities

128 organizations



### Suntory and Japan Kogei Association Omoshiro Bijutsu Classroom in Tohoku

The Suntory Group conducted visit to schools by designated Preservers of Important Intangible Cultural Properties (also known as Living National Treasures) and other traditional handicraft artists

Number of participants in the Omoshiro Bijutsu Classroom

Approx. 1,200



### Suntory Museum of Art Traveling Exhibition

We hold exhibitions of Japanese art with items in the collection of Suntory Museum of Art in Sendai City and Koriyama City

Number of visitors

Approx. 14,000



### Michinoku Wind Orchestra

We operate a project which provides an opportunity for junior high and high school brass band members in disaster-affected areas to ultimately perform at Suntory Hall afterpractice.

Number of participants

Approx. 350



## Music for Everyone Concert held by Suntory and the Sendai Philharmonic Orchestra

Touring concerts were held for disaster affected area in Tohoku from 2016 through collaboration with the Sendai Philharmonic Orchestra centrally located in Sendai.



Number of participants  
Approx. **5,000**

## Inviting the people from the disaster affected areas to cultural and sports events

We invited the people from the disaster affected areas to cultural events, such as Suntory Presents Beethoven's 9th with a Cast of 10,000, and sports events, such as Suntory Dream Match and international rugby match



Number of visitors to cultural events  
Approx. **9,400**

Number of visitors to sporting events  
Approx. **21,500**

## Holding sports workshops

Each year we hold volleyball, rugby and baseball workshops led by Suntory's sports teams in disaster affected areas



Sports workshop participants and competition attendees  
Approx. **6,200**

## Mirai Challenge Program and Shin Mirai Challenge Program

Thinking that there must be something we can do to help the efforts of these people in Tohoku, we started the "Mirai Challenge Program" and the "Shin Mirai Challenge Program."

These programs will award a total of approximately  
**200 million** yen

to groups and individuals seeking to start new projects to revitalize the local community in Iwate, Miyagi and Fukushima prefectures.  
These programs currently support a total of 147 challenges.



- ▶ [Activities to Support the Recovery from the Great East Japan Earthquake \(Japanese only\)](#) 
- ▶ [Mirai Challenge Program \(Japanese only\)](#) 

▶ [back to previous page](#)

# Supporting Challenged Sports

The Suntory Group started supporting challenged sports in 2014 as part of our recovery support for the disaster-stricken Tohoku region.

In 2015, we have worked broadly in efforts such as expanding and strengthening our initiatives while bringing together athletes to reach beyond the framework of recovery support.

## PASSION FOR CHALLENGE -- Reaching for Dreams United --

Challenged athletes have the resolve to persevere beyond any limitations regardless of disability.

Suntory has been forging avenues to a variety of new fields since its founding based on the "Yatte Minahare" challenging spirit.

This is exactly the reason Suntory empathizes with the passion and perseverance of these athletes. We are broadening these activities based on our desire to support the athletes to overcome any challenges and support their infinite potential.

### 1. Official Partner

- (1) Japanese Para-Sports Association (From 2015)
- (2) Japan Wheelchair Basketball Federation (From 2015)
- (3) Wheelchair Basketball Teams: Miyagi MAX and TEAM EARTH (Fukushima)  
Russell Iwate and SCRATCH (From 2015)
- (4) Japan Table Tennis Federation For Intellectual Disability (From 2020)



### 2. Hands-on Classrooms

We have held more than 47 hands-on basketball clinics by inviting instructors from Miyagi MAX and other teams to teach at elementary and junior high schools as well as other public facilities, to cultivate awareness and popularize challenged sports.

From 2023, wheelchair basketball clinics called "athlete visit" will be held for elementary and junior high school students in the suburbs at the TOKYO ARIAKE ARENA, which is known as a sacred place for wheelchair basketball.

We also offer experience in a broad range of competitions from blind soccer and blind marathons to chair skiing and boccia.

Number of Participants: Cumulative Total of Approx. 5,500

(As of January 2020)



### 3. Suntory Challenged Athlete Subsidy

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We provide grants to Iwate, Miyagi, and Fukushima prefectures with the aim of training and empowering athletes at a global level.

Grant Recipients: 294 Individuals/129 Organizations (Total of approx. 206,000,000 yen)

(As of January 2020)

In 2023, through the Suntory Challenged Sports Athletes Incentive Program, we support the activities of young athletes and sports organizations throughout Japan who are recommended by the 57 areas para-sports associations.



### 4. Introductory Workshop to Wheelchair Sports (Offering to Persons with No Experience and Supports of Wheelchair Sports)

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The goal of these workshops is to expand the range of wheelchair sports. 13 clinics have been held in Iwate, Miyagi and Fukushima prefectures up until now by inviting Daisuke Hashimoto, who acquired a rehabilitation sports instruction license from the German Paralympic Committee, as the instructor.

### 5. Sports Equipment Donations/Sports Facility Renovations

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Suntory has donated sports equipment such as competitive wheelchairs to Iwate, Miyagi and Fukushima prefectures and conducted renovations of facilities, including the gymnasium where Miyagi MAX trains in order to facilitate an appropriate challenged sports environment.

Facility renovations: 3 locations; Sports wheelchairs: 35; STT table-tennis tables: 5



### 6. Event Sponsorship

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We sponsor and support the operation of the events below to popularize wheelchair basketball as well as put in place a competitive environment.

We are conducting various initiatives to bring even greater affinity to these sports. (FY2019 Results)

(1) Wheelchair Basketball Championship Emperor's Cup

Sponsorship of the competition and expansion of various measures as a special sponsor

- Wheelchair Basketball Hands-on Booth Exhibition and Give-away Sample Program

A Wheelchair Basketball Experience Corner with VR video gives everyone a first-hand simulated experience from the eyes of the athlete during a match

- Suntory Wheelchair Basketball Corner

Hands-on shooting corner installed for everyone to try shooting hoops from an actual wheelchair

- Secondary Awards

Winners of the MVP, Score Leader and Special Suntory Yatte Minahare-Go for it Prizes receive 1-year of suntory products

(2) International Women's Wheelchair Basketball Friendship Games OSAKA CUP

(3) World Challenge Cup International Wheelchair Basketball Competition

(4) Kitakyushu Champions Cup International Wheelchair Basketball Competition

### 7. Employee Participation and Enlightenment

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(1) Suntory conducted hands-on wheelchair basketball clinics as well as demonstrations through National Team athletes at the softball competition for employees of the Suntory Group who work in the Kanto region (approx. 3,600). The rugby and volleyball teams from Suntory participated to bring about an exchange through sports which eliminates any boundary felt due to a disability. (Conducted since 2015)

(2) Competition Spectators (Number of Participants Watching and Cheering on Athletes in 2018: Approx. 510)

The Japan Para Championships (2015), Kitakyushu Champions Cup International Wheelchair Basketball Competition (2015,2016,2017,2018,2019,2022), 2015 IWBF Asia-Oceania Championship Cup (2015), International Women's Wheelchair Basketball Friendship Games OSAKA CUP (2016, 2017,2018,2019,

2020,2023), Japan Wheelchair Basketball Championship (2016, 2017, 2018, 2019,2023) and the World Challenge Cup International Wheelchair Basketball Competition (2017, 2018, 2019) were widely announced to employees.

### (3) Competition Volunteers

A total of 15 people participated in the All-Japan Wheelchair Basketball Championship (2016), the Japan Wheelchair Rugby Championships (2016) and hands-on classrooms.



## 8. Video Produced to Explain Wheelchair Basketball Rules

Suntory produced a video to describe the rules of wheelchair basketball in an easy-to-understand manner through animation to show at competitions such as the All-Japan Championships to bring greater awareness to wheelchair basketball.



## 9. A VR Video Gives Everyone a First-hand Perspective from the Eyes of Wheelchair Basketball Athlete During Competition

Suntory produced a VR video with the participation of Japan National Team members (2016) to simulate the perspective of the athletes during a match to demonstrate the intensity and grace of wheelchair basketball.



## 10. Publishing OUR PASSION Project Series on the Suntory Homepage

We publish OUR PASSION about perseverance through interviews with athletes and staff who are involved with Suntory Challenged Sports Projects to bring enlightenment and popularize both the players and the sports.



## 11. Activity Support for Challenged Athlete Mami Tani (Formerly Mami Sato)

Mami Tani participated in 3 Paralympic Games in a row with a long jump. She turned to paratriathlon from 2016, participated in the 2020 Tokyo Games where she gave a bid speech, and served as the flagship of the Japanese team at the opening ceremony. She is also engaged in a variety of CSR activities, including disaster recovery assistance.



## 12. Start up “Parasports Design College”

Co-sponsored by Athletic Communication Co., Ltd. which operates the internet sports media “SPORTS BULL,” this is a year-long project in which university students, who will lead the next generation, will think, take action, and communicate about a symbiotic society using para-sports as a starting point. Focusing on wheelchair basketball, university students themselves will broadcast live games and interview athletes, and will continue to disseminate various contents. We hope that university students will think and communicate on their own, which will lead to the learning of university students for the appeal of para-sports.



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# Empowering Children & Youth

▼ Policies and Our Approach | ▼ Our Initiatives

## Policies and Our Approach

### Basic Policy on Social Activities

Since first opening its doors, the Suntory Group has been involved in community contribution, arts, culture, sports and environmental activities based on the spirit of Giving back to Society. The social activities of the Suntory Group contribute to sustainable growth of its businesses while solving issues in local communities. To support the development of the next generation, we provide opportunities for children to experience the best in such fields as music, art, sports, and environmental education. As the birthrate declines and the importance of nurturing the next generation increases, we are strengthening these activities to support the development of rich individuality and character in children.

#### Suntory Group Basic Policy on Social Activities

The Suntory Group follows the principle of “Giving Back to Society” established by our founder. We actively engage in undertakings for the public benefit to create a world in which people can lead meaningful lives.

“To inspire the brilliance of life, by creating rich experiences for people, in harmony with nature,” which is our corporate philosophy, we strive to deliver the highest quality products and services to customers while taking responsibility for contributing to enriching society and sustainable planet.

1. Promote activities based on the standpoint of the next generation and actual situation worldwide together with our employees around the fields of arts and culture, sports, social welfare, and the natural environment.
2. Focus on a dialog with stakeholders and work to generate links and cooperation.
3. Support the wide-range of volunteer activities of employees.

## Our Initiatives

### Suntory *Mizuiku*-Education Program for Nature and Water

Suntory *Mizuiku*-Education Program\* for Nature and Water started in 2004 in Japan. The program is unique to Suntory designed for the next generation to realize the beauty of nature and the importance of water and the forests that nurture the groundwater. It also inspire them to think about what each can do for sustainability on water. The program centers on two activities: Outdoor School of Forest and Water and Teaching Program at Schools. It started online in 2020. As the Suntory Group's business activities expand worldwide, we also started to develop the program overseas in 2015. In addition to the Japanese program, the global *Mizuiku* program promotes activities tailored to local water issues.

\* Sponsor: Ministry of the Environment, Ministry of Education, Culture, Sports, Science and Technology, etc.





➤ For more information, see [Suntory Mizuiku - Education Program for Nature and Water](#).

## Plastics-related Educational Opportunities

The Suntory Group uses large numbers of PET bottles in its business activities. As such, we are working to realize a sustainable society by promoting understanding of recycling initiatives and separated PET bottle collection through external seminars aimed at building awareness on the part of young people. An example would be the agreement we concluded in 2021 with Waseda University to help realize a resource-recycling society. At elementary and junior high schools in municipalities with which we have concluded agreements, we conduct classes to promote awareness and understanding of “bottle to bottle” horizontal recycling and proper separation of PET bottles, and give students a chance to think about recycling and resource circulation.



## Next-Generation Empowerment Activities

The wide range of challenges facing children & youth is an important social issue in Japan. The Suntory Group wants to help create a society where children & youth can overcome challenges with motivation, hope, and dreams. To that end, we are engaged in next-generation empowerment activities in their support. The Group has committed a total of 1 billion yen over three years starting in 2024 to provide not only financial support such as grants to NPOs that share the same awareness of the issues, but also to start providing human resources support such as secondment of employees.

### Suntory Next-Generation Empowerment Project Launched

The Suntory Group has launched the Suntory Next-Generation Empowerment Project. Children & youth are unique and have unlimited potential. The project reflects our hope that it will contribute to realizing a society where children & youth can attain their potential even in the face of difficulties.

We believe NPOs have an important role to play. By collaborating with schools, administrative entities, and local communities, they gain a deep understanding of the conditions surrounding children & youth and of their needs. Our goal is to solve social issues by providing support to NPOs and collaborating with them. The project will receive support from experts in a wide range of fields acting as advisors and fellows.



➤ For more information, visit the [special website \(in Japanese\)](#)

## Supporting the Development of Children through Music

Suntory Hall operates a variety of programs for youth and children to provide opportunities for experiencing the excitement of live performances by top-class musicians and to develop a rich sense of humanity through music.

### Subscription Concert for Children

Suntory Hall has held the "Subscription Concert for Children" since 2001 with the hope to establish a tradition of regular visits to concert halls in children and bring classical music into their lives. This is Japan's first subscription orchestra concert for children. We collect and adopt illustrations for the flyers and the theme song for the season from the children in a format that allows children to not only listen but also participate.



A four-hand piano performance by a young soloist, who passed an audition, and Michie Koyama, one of Japan's top pianists, with the orchestra



Young musicians passed an audition win an opportunity to perform with Tokyo Symphony Orchestra

### Suntory Hall Keizo Saji Junior Program Seat

To commemorate the aspirations of the late Keizo Saji, the founding President of Suntory Hall, who strongly believed that younger generations should be fostered in an excellent music environment, Suntory Hall selects the most appropriate concerts to be held in the Main Hall for three pairs of one elementary or junior high school student and one accompanying parent making a total of six participants to be invited for each concert.



Keizo Saji Junior Program Seat



### Suntory Hall Academy

Suntory Hall Academy, comprised of the Opera Academy and Chamber Music Academy, is geared towards young musicians who are on their way to becoming professionals. In addition to receiving coaching from the world's leading artists, fellows (academy members) attend regular workshops to deepen their musical knowledge and perform in actual concerts.



Giuseppe Sabbatini, one of world's acclaimed Tenor, also gives lessons in person as the Executive Faculty of Opera Academy.



Some alumni and fellows of Chamber Music Academy won international competitions and broaden their career internationally.

### Violin Loaning Program for Students

Every year since 2014, the Suntory Foundation for the Arts has loaned a world-class violin for three years free of charge as the "Suntory Foundation for the Arts Special Prize" in the "All Japan Student Music Competition (sponsored by the Mainichi Newspapers), Violin Division, Junior High School Division and High School Division." So far, 15 young musicians have received the loan. Suntory supports the activities of the next generation of young performers by providing them with new opportunities through a variety of activities.



'10th Suntory Foundation for the arts Special Prize'  
in 2023 Winner, Hibiki Oya  
Historical violin TOMASO CARCASSI are loaned.



Historical Violin  
TOMASO CARCASSI(made in 1751/Italy)

## Supporting the Development of Children through Art

Aiming to become a museum where children are always there, we provide various programs which children can easily enjoy art and nurture the mind to love art.

### Offering Learning Programs

The Suntory Museum of Art is actively working to proliferate education to the next generation according to the "Art Revised, Beauty Revealed" museum message. We offer free admission to children in junior high school and younger, and also distribute activity sheets. This tool not only guides users to notable areas of interest, but also cultivates a spirit to enjoy free inspiration brought by appreciation. Various learning programs that can be enjoyed by both children and adults are offered at each exhibition. In addition to lectures and workshops, online video streaming is now available as well. Moreover, as a "school program," we invite children and students in elementary and junior high schools mainly from Minato-ku to visit as well as teach art at those schools.



Activity sheet for children



Suntory Museum of Art  
Art Club for junior and senior high school students

### All Day Kids' Museum!

All Day Kids' Museum! is a special event when the museum is open to elementary and junior high school students as well as their guardians on a day that the museum is normally closed during which a variety of educational programs are held. This event has been held once a year since 2014. While viewing exhibitions as they enjoy things such as doing quizzes and drawing sketches using a worksheet, we provide a complete museum experience through specialized programs for children, including interactive art appreciation, workshops, and a museum tour.



All Day Kids' Museum!



Interactive art appreciation program

## Art Kids Club Iro-Iro Do-Re-Do-Re

This joint project of Suntory Hall and Suntory Museum of Art is a creative art experience and appreciation program for preschool children aged 3 to 6.



Suntory Hall and Suntory Museum of Art joint workshop



Art Kids Club Iro-Iro Do-Re-Do-Re

## Supporting the Development of Children through Sports

The Suntory Group runs a variety of activities designed to support the healthy development of children's minds and bodies through sports. As part of the activity, Suntory's sports teams, Tokyo Suntory SUNGOLIATH and Suntory SUNBIRDS promote their sports.

The athletes and staff of the two teams hold workshops to directly teach children. In addition, the SUNGOLIATH instructs at rugby schools and operates rugby sports events while the SUNBIRDS instructs local volleyball teams and students and supports the operation of volleyball tournaments, to cooperate in offering opportunities for children to experience sports.

Wheelchair basketball workshops are also held for elementary and junior high school students to promote and nurture wheelchair basketball in Challenged Sports.



Rugby workshop



Volleyball workshop



Wheelchair basketball experience event

## Support through the Hibarigaoka Gakuen

The Hibarigaoka Gakuen has been supporting integrated education from kindergarten to high school since Shinjiro Torii became the first chairperson in 1950. Shinjiro Torii places importance on being devoted to one's parents and kept saying "a person who is devoted to his own parents can do anything well." The founding spirit has been passed down today and the school engages in educating people based on the belief that "Parents wish for the growth of their children, and children are grateful and respectful of their parents, and this natural human spirit is the basis for the family circle and the desire to serve society." From 2008, as educational supports of next generation, we have provided primary school and junior high school students environmental curriculum on flower (*Hanaiku*) and water (*Mizuiku*) and out of school activities.



Planting trees at the outdoor education classes

## Nurturing Challenging Spirit through Experiencing Camping at an Uninhabited Island

Since 2007, the Suntory Group has been promoting Yoshima Project in cooperation with Kobe YMCA which operates a camping site in an uninhabited island in Shodo-gun, Kagawa Prefecture from 1950. The project is intended to nurture spirit of challenge and dreams of children experiencing rich natural environment unique to an uninhabited island and holds Adventure Camp and various programs around the year. Every year, approximately 3,500\* children participated in the program.

\* Due to the impact of the Covid-19, the number of participants and programs have been limited since 2020 .



Yoshima Summer Camp

# Arts & Culture

▼ Policies and Our Approach | ▼ Our Initiatives

## Policies and Our Approach

### Basic Policy on Social Activities

Since first opening its doors, the Suntory Group has been involved in community contribution, arts, culture, sports and environmental activities based on the spirit of Giving back to Society. The social activities of the Suntory Group contribute to sustainable growth of its businesses while solving issues in local communities. We have established the Suntory Group's Basic Policy on Social Activities and aim to improve the value of our corporate brand across the globe through promoting activities unique to Suntory with the Group companies.

▶ [For more information, see Communities.](#)

## Our Initiatives

The Suntory Group is involved in a variety of cultural contribution activities such as operating the Suntory Museum of Art, Suntory Hall and other activities that contribute to the development of a rich culture and lifestyle.

In addition, we also support social science and humanities academic research and the research activities of the Suntory Foundation for Life Sciences. Through these activities we aim to foster international human resources capable of leading the next generation.

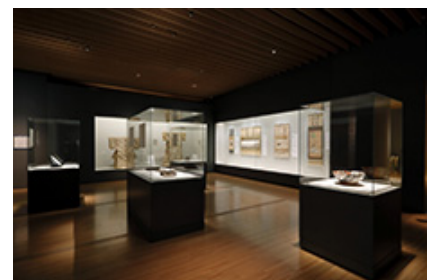
### Suntory Foundation for the Arts

Suntory Museum of Art opened in 1961 and Torii Music Foundation was established in 1969 as a 70th anniversary commemoration of the founding of Suntory (Torii Music Foundation changed to Suntory Music Foundation in 1978). In 2009, the Suntory Foundation for the Arts was established commemorating the 110th anniversary of the company, uniting and transforming these two activities which have been engaged in the field of the arts for nearly half a century into a new form suitable for the 21st century.

▶ [For more information, see Suntory Foundation for the Arts](#)

#### Suntory Museum of Art -- Art revised, beauty revealed

Opened in 1961 with the basic philosophy of "Art in Life," the Suntory Museum of Art has hosted special exhibitions and expanded its collection, mainly consisting of Japanese art pieces. In March 2007, the museum was moved to Tokyo Midtown in Roppongi. Under the theme of "Art revised, beauty revealed," the museum has held a variety of special exhibitions with approximately 3,000 items from its collection, including one National Treasure and 15 Important Cultural Properties, and continues its activities to pass on the aesthetic values that lie at the heart of Japanese people to future generations. The museum, designed around the theme of "urban living room" by architect Kengo Kuma, features a store, a café, a tea ceremony room and a hall that features various programs, among others.



Suntory Museum of Art

▶ [For more information, see Suntory Museum of Art](#)

## Suntory Hall — In pursuit of the world’s most beautiful sound

The Suntory Hall opened in 1986 as Tokyo’s first dedicated concert hall. Performances by leading musicians from Japan and overseas are performed in two halls, The Main Hall with a vineyard style, praised as "a jewel box of sound" by world-renowned conductor Herbert von Karajan, and Blue Rose (Small Hall) which gives the space a warm sound and atmosphere and the audience can feel close to the performers. Every year, Suntory Hall holds approximately 600 events by world’s top artists from home and abroad, and welcomes approximately 600,000 visitors. In September 2021, visitors to Suntory Hall hit 20 million since its opening. In 2021, we opened the "Digital Suntory Hall," allowing visitors from all over the world to enjoy Suntory Hall’s facilities and concerts beyond distance and time.



Suntory Hall

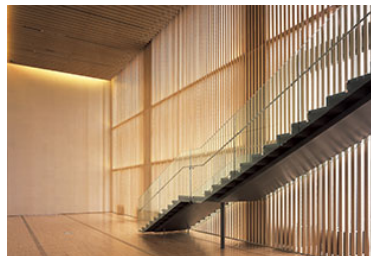
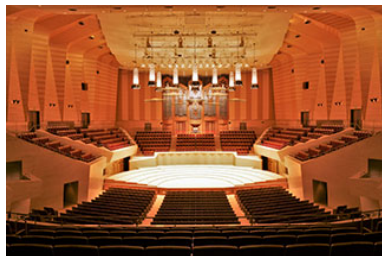


Visitors to Suntory Hall hit 20 million since its opening.

- [For more information, see “Suntory Hall”](#)
- [For more information, see “Digital Suntory Hall”](#)

## Suntory Hall and Suntory Museum of Art Purchase 100% Renewable Electricity

From April 2022, the Suntory Group purchases 100% renewable electricity for all 30 directly owned manufacturing sites and R&D facilities in Japan. Suntory Hall and Suntory Museum of Art have also switched to purchasing 100% of their electricity from renewable energy sources. Through these efforts, the two facilities have been able to reduce CO<sub>2</sub> emissions by approximately 800 tons per year compared to the past. We believe that both "the most beautiful echoes in the world" and "urban living room" can be realized by placing importance on harmony with nature as well as with people and society.



## Music Division — Innovative Activities to Promote Music

We are involved in a variety of projects designed to promote Western music in Japan, including awarding the Suntory Music Award to individuals and organizations that have made outstanding achievements in the field of music as well as the Keizo Saji Prize awarded for outstanding challenging performances and the Yasushi Akutagawa Suntory Award for Music Composition given to up-and-coming Japanese composers with superior works. We also introduce "Japanese Contemporary Compositions" on our website. Since 2014, Suntory has also been aiming to conserve excellent stringed instrument artifacts which are cultural heritage assets as well as cultivate new musicians through lending activities. The Suntory Foundation for the Arts lends its instruments to junior high and senior high school students and has begun a new program to lend instruments to up-and-coming musicians.



Suntory Music Award and Keizo Saji Prize ceremony

## Vienna Philharmonic & Suntory Music Aid Fund

Together with Suntory Holdings Ltd., the Suntory Foundation for the Arts engages in Vienna Philharmonic & Suntory Music Aid Fund activities for the purpose of invigorating disaster afflicted areas as well as the rest of Japan.

We are expanding many of these activities from the Music Aid Award that issues grants to music activities provided together with the Vienna Philharmonic to Concerts for Children in disaster-affected areas and mentoring of junior orchestras and musical remembrances.



Vienna Philharmonic & Suntory Music Aid Fund:  
Musical Exchange with the Sendai Junior Orchestra

➤ [For more information, see Music Division](#)

➤ [For more information, see Vienna Philharmonic & Suntory Music Aid Fund \(in Japanese\)](#) [🔗](#)

## Suntory Foundation

Suntory Foundation was established in 1979 in celebration of Suntory's 80th anniversary. Aiming to deepen international and interdisciplinary exploration of society and culture, we will support and discover of talented human resources across a wide range of fields, and support original and adventurous research, and, contribute

to the dramatic development of cultural exchange between the world and Japan.

Our initiatives as a Humanities and Social Sciences Promotion Project effort include research assistance and investigative research in the fields of the humanities and social science, awarding of the Suntory Prize for Social Sciences and Humanities, and overseas publishing support. Community Culture Promotion Project efforts include awarding the Suntory Prize for Community Cultural Activities and support for regional cultural activities.

In recent years, the Foundation has been actively working to provide support to young researchers, and carrying out initiatives including providing support those who will lead the future of society, and working to bridge the gap between researchers and society by providing opportunities for exchange between the worlds of academism and journalism.



Suntory Prize for Social Sciences and Humanities award ceremony



Suntory Prize for Community Cultural Activities award ceremony



Grant for Groundbreaking Young Researchers report briefing

▶ For more information, see [Public Interest Incorporated Foundation Suntory Foundation for Culture](#)

## Suntory Foundation For Life Sciences

Preceded by the Institute of Food Chemistry which was established in 1946 to improve the health and nutrition of the Japanese people, the name was changed to Suntory Institute for Bioorganic Research (SUNBOR) in 1979 and Suntory Foundation for Life Sciences in 2011. The Foundation promotes research and disseminating academics of bioorganic science, which is a fusion of life science and organic chemistry. It has produced many university professors and other researchers that play active roles on the frontline.

We engage in research activities for unveiling the mechanisms of life emphasizing molecules using the keywords "metabolism," "biomembrane," and "signalling" by positioning our own research into structural biology, organic chemistry, and molecular biology as points of integration for dissimilar fields. Collaborative research with research institutions such as universities is also promoted. It also operates analysis center to aid research by universities. SUNBOR GRANT for young researchers, SUNBOR SCHOLARSHIP for graduate students, aiding academic meetings, system of postdoctoral fellow, educational support for universities, and other activities to train researchers are also operated.



Exhibition displaying the history of the foundation



800 MHz superconducting nuclear magnetic resonance equipment

The discovery of enzyme gene for biosynthesis of Sesamol and Sesaminol from Sesamin, antioxidant components of sesame, has been published for the first time in the world. Also, the gene controlling the contour shape of leaves and the blue formation mechanism created through interaction between flower pigment and flavonoid glycoside are also now known. These and many other research results are published in prominent academic papers. In addition, joint researchers and front-line researchers are invited to hold debriefing sessions annually.



Research Institute Annual Meeting (Saji Keizo Memorial Hall, Osaka University Nakanoshima Center)



## SunRiSE (Suntory Rising Stars Encouragement Program in Life Sciences)

"SunRiSE " has been established to support the life science researchers who will lead Japan's basic research in the future and take on great challenges.

In FY2020, 10 young researchers (SunRiSE Fellows) were selected from among nearly 500 applicants, and the 5-year program started in April 2021. Following on from the research discussion meetings that were held at the end of FY2021 and FY2022, an interim report presentation meeting was held toward the end of FY2023, at which each SunRiSE Fellow reported on the progress made in their research over the past three years and their research strategy for the remaining two years. The Fellows received advice from different perspectives from the members of the Program's steering committee and from the SunRiSE Advisors, and their future research results are eagerly anticipated.



Press Conference on the Establishment of SunRiSE



The SunRiSE award ceremony

➤ For more information, see [Public Interest Incorporated Foundation Suntory Foundation for Life Sciences](#)

## Suntory Presents Beethoven's 9th with a Cast of 10,000 – Spreading the Joy of Singing Together

Suntory Presents Beethoven's 9th with a Cast of 10,000 started as a commemorative event of the opening of the Osaka-Jo Hall in 1983 which was held for the 41th time in 2023.

The Suntory Group has been a co-sponsor from the first time, the concert has become a seasonal event in December.

The wide ranging event went beyond the borders of the region and surpassed generations with the participation of 10,000 people of all ages and nationalities with the expansion of the lesson venue as an opportunity to experience the joy of singing and the excellence of classical music.

In 2011 to 2013, Tohoku venue, which was linked live with the Osaka-Jo Hall, was also set as a part of an activity to support the recovery from the Great East Japan Earthquake. In 2014, 150 people from Iwate, Miyagi and Fukushima prefectures were invited to the Osaka-Jo Hall.

From 2017, in addition to television broadcasts, we have been providing LINE LIVE, a live broadcast for reaching more viewers. We also undertook a new challenge in 2020 by inviting people from throughout the country to participate by posting singing videos, in 2022, as 40th anniversary concert, over 10,000 songs were collected from the Osaka-Jo Hall, remote choir all over Japan, and posting singing videos from many countries. Then, in 2023, 10,000 Choirs gathered together for the first time in four years, at the Osaka-Jo Hall.



Suntory Presents Beethoven's 9th with a Cast of 10,000



10,000 Choirs online to participate  
The 38th Suntory Presents Beethoven's 9th (2020)

➤ For more information, see [Suntory Presents Beethoven's 9th with a Cast of 10,000 \(in Japanese\)](#)

# Championing Sports

▼ Policies and Our Approach | ▼ Our Initiatives

## Policies and Our Approach

Suntory Group actively supports sports promotion activities to contribute to people's rich culture and lifestyle. We have our own rugby and volleyball sports teams that compete to become champions in their respective leagues in Japan as well as engage in community-based activities in cooperation with their home towns. We are also engaged in other activities such as holding women's golf tour and baseball event and offering support for parasports.

## Our Initiatives

### Suntory's Rugby Team Tokyo Suntory SUNGOLIATH

Tokyo Suntory SUNGOLIATH was created in 1980, and has taken the Top League championship five times and won the All-Japan Rugby Football Championship eight times. The team is currently participating in JAPAN RUGBY LEAGUE ONE that started in 2022.

SUNGOLIATH has signed comprehensive partnership agreement for the development of local community with Minato Ward in September 2020; Fuchu City, Chofu City, and Mitaka City in April 2021; and Tokyo in November 2021, and strengthened ties with the community. Members of the Tokyo Suntory SUNGOLIATH instructs rugby experience for elementary school students at host town as well as share their life story in a workshop called Trying for Dreams and teach students about important things in life.



Rugby Team Tokyo Suntory SUNGOLIATH



Rugby Clinic



Lecture titled "Trying for Dreams"

▶ For more information, see [Tokyo Suntory SUNGOLIATH](#)

### Suntory's Volleyball Team Suntory SUNBIRDS

Suntory SUNBIRDS, created in 1973, participates in the V. Premium League Division 1, the top company volleyball league in Japan. SUNBIRDS is prestigious team that won its 10th league championship in 2024. In 2023, they became the first Japanese team to win the Asian Club Championships, and in the World Club Championships, they took third place and a bronze medal, proving that they can compete globally.

The team has signed comprehensive partnership agreement for the development of local community with Minoo City in October 2021 and offers volleyball clinic instructed by the players and staff for wide range of generation with a focus on elementary and junior high school students at the home town.

SUNBIRDS also actively engages in social contribution activities such as instructing older generations exercise using balls, supporting activities for recovery after the Great East Japan Earthquake, and holding volleyball clinic for elementary and junior high school students at home games.



Volleyball Team Suntory SUNBIRDS



Volleyball Clinic



Comprehensive partnership agreement with the home town

[For more information, see Suntory SUNBIRDS \(in Japanese\)](#)

## Ai Miyazato Suntory Ladies Open Golf Tournament: Pathway to AIG Women’s British Open

Suntory Ladies Open Golf Tournament is an official ladies open golf tournament of the Ladies Professional Golfers’ Association of Japan hosted by Suntory. The event is held annually at the Rokko Kokusai Golf Club in Kobe City. This tournament is seen as a competition to test the true skill of the golfers because it is held for four days, while in Japan most golf tournaments usually last for three days. Ai Miyazato, a professional golfer affiliated with Suntory, acts as an advisor for the tournament and is involved with setting the course, PR for the tournament, and hospitality for visitors. As an international open tournament, it opens its doors and supports the growth of next generation of Japanese and international amateur golfers who are expected to become leading players in the future, and actively engages in other charitable events.

From the 30th tournament in 2021, the first- and second-place golfer gain entry to the AIG Women’s British Open.



Tournament winner Chisato Iwai (right) and tournament ambassador Ai Miyazato (2023 tournament award ceremony)

[For more information, see Suntory Ladies Open Golf Tournament \(in Japanese\)](#)

## Suntory Dream Match

Suntory has been hosting baseball games that deliver dreams and excitement since 1995. These event-type games, featuring retired pro baseball legends, have brought joy to more than a million fans to date. The 27th match in 2023 was the first time in four years, since the onset of the pandemic, that the game was played before a full stadium. The Premium Malt’s team, led by Manager Koji Yamamoto, and the Dream Heroes team, led by Manager Yasushi Tao fought a heated battle. The Suntory Dream Match is also a charity event, and a portion of the proceeds are used to support charity activities such as baseball classes for kids throughout Japan.



[For more information, see Suntory Dream Match \(in Japanese\)](#)

## Supporting Challenged Athletes

Suntory Group started the project in 2014 as part of our recovery support for the disaster-stricken Tohoku region.

In addition to providing incentives to athletes and donating athletic equipment, we have also held classes in wheelchair basketball and other challenged sports for

children in Tohoku. To date, more than 5,000 people have participated. Since 2015, Suntory has been an official partner of the Japan Para-Sports Association and the Japan Wheelchair Basketball Federation, and has been involved not only in reconstruction assistance but also in support for athletes, including Suntory employee Mami Tani, a para-triathlete, in their athletic activities and competitions. In addition, Suntory is involved in promotional activities through the production of wheelchair basketball rules videos, VR videos of wheelchair basketball, and a series of web-based projects that introduce the passion of the athletes. Last year, we launched a project with university students to promote the appeal of para-sports. We will continue our challenges with our athletes under our PASSION FOR CHALLENGE grounded in our "Yatte Minahare" spirit that we have had since our founding. From 2023, through the Suntory Challenged Sports Athletes Incentive Program, we support the activities of young athletes and sports organizations throughout Japan who are recommended by the 57 areas para-sports associations.



"Suntory Challenged Sports Athlete Incentive Program" press release



Mami Tani working hard in training



Co-creation activities with university students, "Para-Sports Design College"



Wheelchair basketball experience event

➤ For more information, see [Supporting Challenged Sports](#)