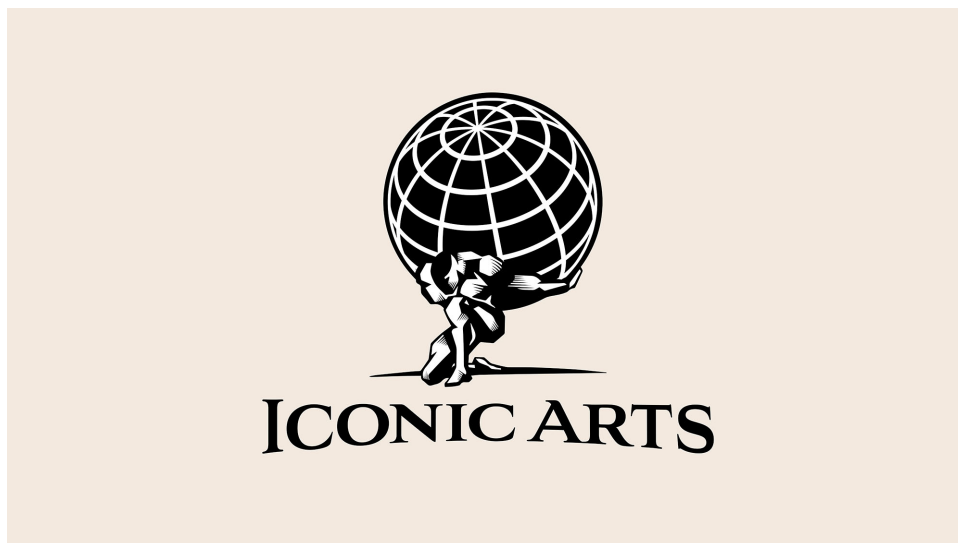


Suntory Holdings Invests in Iconic Arts Ltd.



This high-resolution image has been posted on <https://www.suntory.com/news/index.html>

Tokyo, Japan (October 17, 2024) — Suntory Holdings has announced today it has invested in Iconic Arts Ltd. (Iconic Arts), a global transmedia IP (intellectual property) and entertainment venture studio based in Hollywood.

Iconic Arts specializes in developing original IP and produces content through movies, TV shows, games, merchandising, music and live events by utilizing the storytelling method to convey messages through stories. The company possesses proprietary technologies that leverage AI and other emerging technologies to streamline the planning stages of development, enabling the production of high-quality content in a much shorter time and at a lower cost compared to traditional methods.

Suntory Holdings has decided to invest in Iconic Arts with the expectation of establishing new marketing methods that will leverage their unique technologies and expertise to further enhance the global value of Suntory Group's products and brands. Moving forward, the company will work in collaboration with Iconic Arts to create and distribute content focused on its product brands, aiming to innovate in marketing.

About Suntory Group

As a global leader in the beverage industry, Suntory Group aims to inspire the brilliance of life, by creating rich experiences for people, in harmony with nature. Sustained by the gifts of nature and water, the Group offers a uniquely diverse portfolio of products, from award-winning Japanese whiskies Yamazaki and Hibiki, iconic American whiskies Jim Beam and Maker's Mark, canned ready-to-drink -196, The Premium Malt's beer, Japanese wine Tomi, and the world-famous Château Lagrange. Its brand collection also includes non-alcoholic favorites Orangina, Lucozade, Oasis, BOSS coffee, Suntory Tennensui water, TEA+ Oolong Tea, and V energy drink, as well as popular health and wellness product Sesamin EX.

Founded as a family-owned business in 1899 in Osaka, Japan, Suntory Group has grown into a global company operating throughout the Americas, Europe, Africa, Asia and Oceania, with an annual revenue (excluding excise taxes) of \$20.9 billion in 2023. Its 41,511 employees worldwide draw upon the unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

For more information, visit www.suntory.com and [Drink Smart](#).

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