

# Regional Strategy

## Products Tailored to National/Regional Tastes and Consumer Needs

### Asia

Our business in Asia consists of two main categories: Health supplements and soft drinks. In our health supplement business, we manufacture and sell *BRAND's Essence of Chicken* and other health foods in Thailand, Taiwan, and other regions. The centerpiece of our soft drink business in Asia is our Vietnamese joint venture with PepsiCo of the United States. We also market soft drinks in Indonesia, Malaysia, and other countries in the region.

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### Japan

SBF boasts the number two market position in Japan. We have numerous brands that have been strong sellers for more than 20 years, including *Suntory Tennensui*, *Boss*, and *Suntory Oolong Tea*. Extending these strong brands, we have created new products in sub-categories, continuing to develop products offering new value to consumers. One example is our *Iyemon Tokucha*, a beverage certified as a Food for Specified Health Uses.

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### Americas

In the United States, we engage in bottling operations in North Carolina through Pepsi Bottling Ventures LLC, a joint venture with PepsiCo. Our history in the Americas began in 1980, when we made our first-ever overseas acquisition of Pepsi bottler PepCom Industries, Inc.

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### Europe

In 2009, Suntory acquired the Orangina Schweppes Group, which today manufactures and sells carbonated beverages (*Orangina*, *Schweppes*, etc.) and fruit juices (*Oasis*, etc.) in Europe. In 2013, SBF acquired the *Lucozade* and *Ribena* beverage brands. In Europe, we focus our efforts mainly in France, Spain, the United Kingdom, and Ireland. We also operate in Italy, Northern Europe, and Africa.

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### Oceania

In 2009, Suntory acquired the Frucor Group to extend our business operations to New Zealand and Australia. The mainstay product of the Frucor Group is *V*, a leading brand in the energy drink category. In New Zealand, Frucor markets products across a wide range of categories, including *Just Juice* in the fruit juice beverage category. In Australia, the Group markets the *Maximus* brand sports drink.

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