

# SECTION 01

## Our Promise — *Mizu To Ikiru*

Our promise, as expressed in the words *Mizu To Ikiru*, reflects our role as a company that both depends on water and will ensure its benefit for people, nature, and society as we reach toward new frontiers of value creation. Our vision expresses the goal of providing drinking experiences that customers always value, despite a changing world. Section 01 examines the foundations of our *Mizu To Ikiru* philosophy. It also includes statements about the future of Suntory Beverage & Food (SBF) by our new chairman and president.



Mizu To Ikiru

### Promise

Water is the source of all the lives on the planet. We promise and declare to society that we make our living with water. We embrace nature, enrich our society and encourage our people to take on new challenges.

### Vision

Enrich our drinking experiences to be more natural, healthy, convenient, and fulfilling, by leading the next drinks revolution.