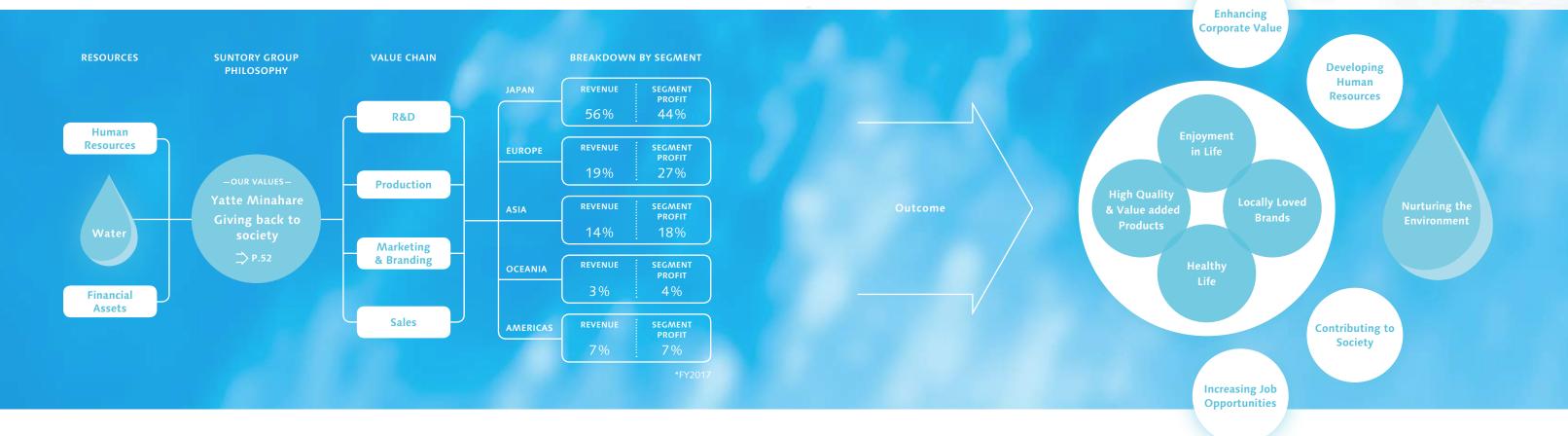
Business Model & Value Creation

Making Innovative Contributions to Enjoyable Wellness

We anticipate consumers' needs and supply a variety of refreshing and healthy products that harmonize with the rhythm of their daily lives. We achieve this with knowledge and technology accumulated over many years, together with our uncompromising commitment to quality.

Our goal is to deliver high shareholder returns while also contributing to job creation and community development in regions throughout the world. The unchanging mission of SBF and the Suntory Group is to share the benefits of our business activities with all stakeholders, while building our reputation in each region as a trustworthy global enterprise. This means we are dedicated to achieving strong sustainable growth, while maintaining the health of the natural ecosystems from which our products are derived.





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