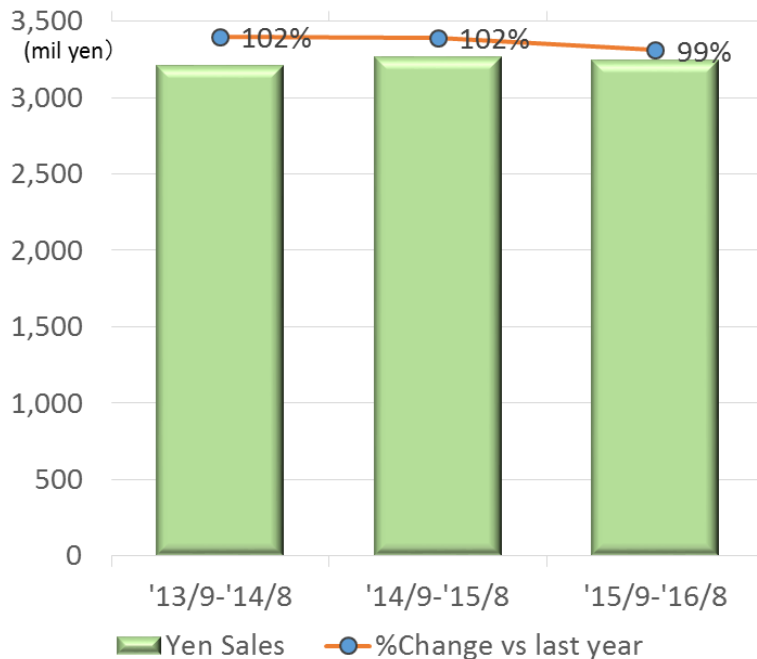

Wine Trend Report

– Excerpt –

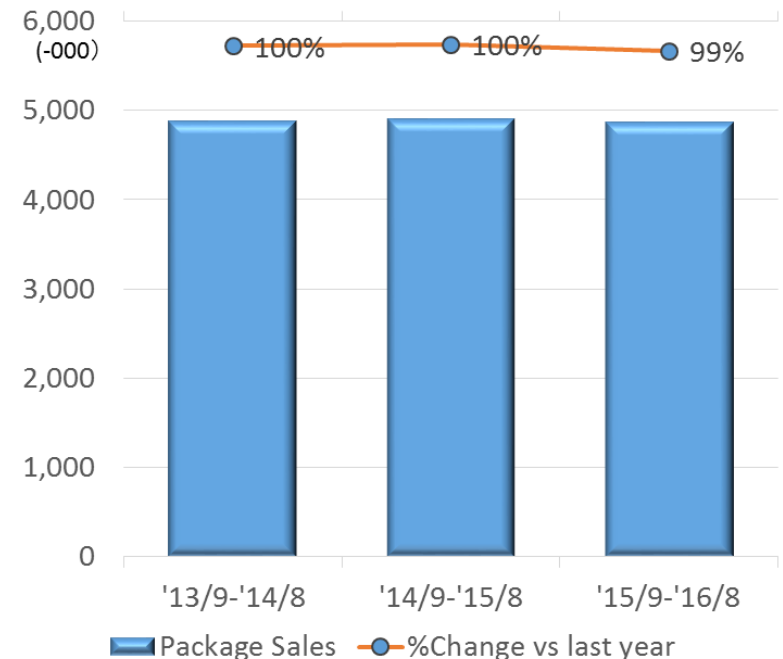
Report Period: September 2014–August 2016

Value sales of the wine market showed a slight increase for the past two and three years ago, but marginally declined in the latest one year. In terms of package/bottle sales, the market was almost flat for the past 3 years.

Value Sales Trend and Growth Rate vs. Last Year



Package Sales Trend and Growth Rate vs. Last Year



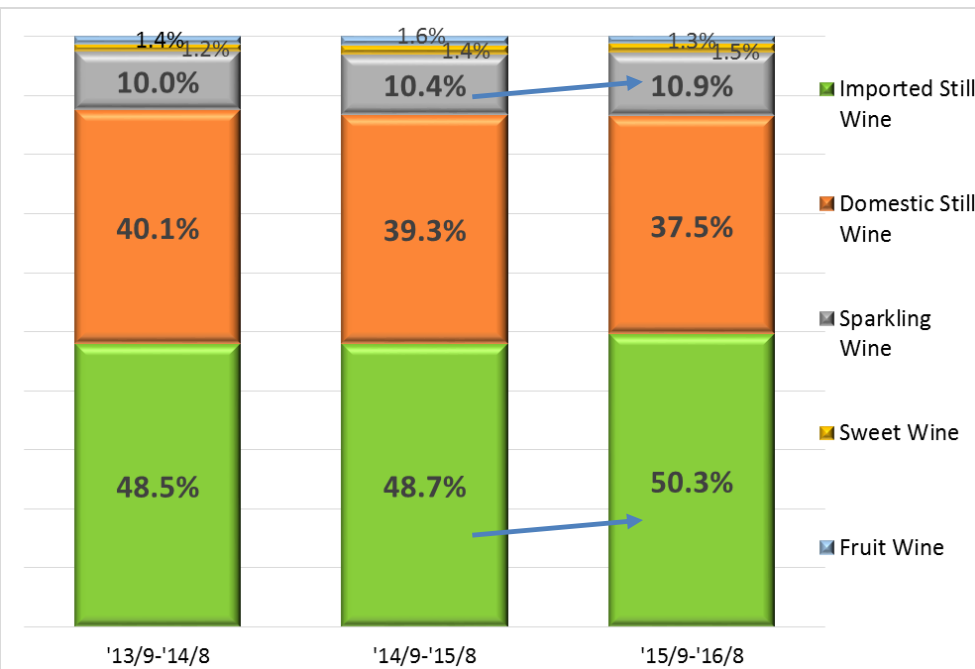
Total Wine=Still Wine+Sparkling Wine+Fruit Wine+Sweet Wine

Source: Food Supermarkets (About 1,000stores)

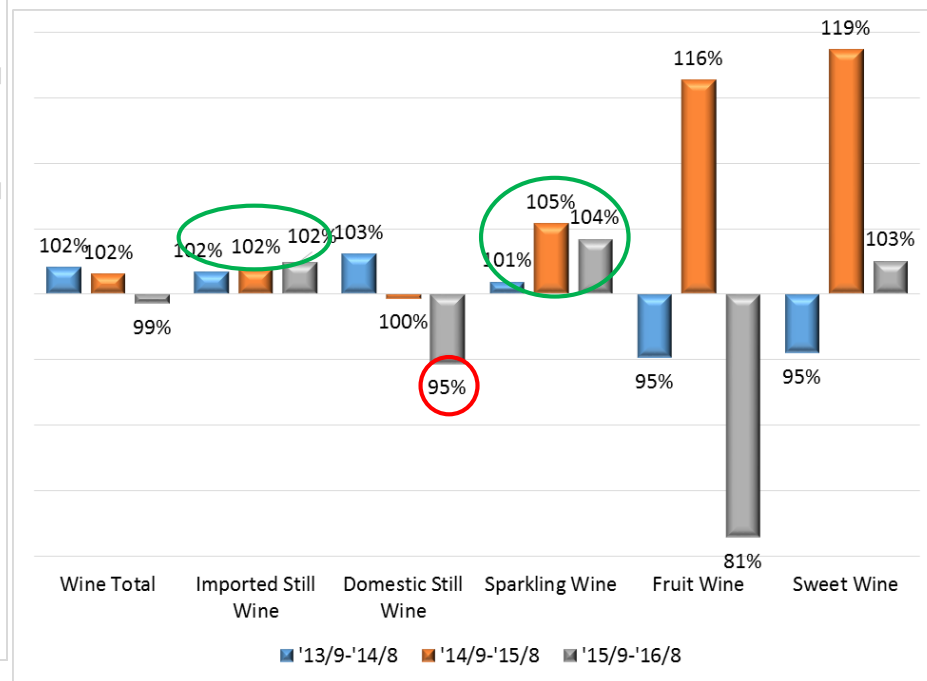
Total Wine -Value Sales Importance and Growth by Type-

Imported still wine and sparkling wine continued to grow for the past 3 years, and thus, both importance has gone up. On the other hand, value sales of Domestic still wine was down by 5%, and the importance has gone down as well.

Annual Value Sales Importance Trend by Type



Annual Value Sales Growth Rate vs. Last Year

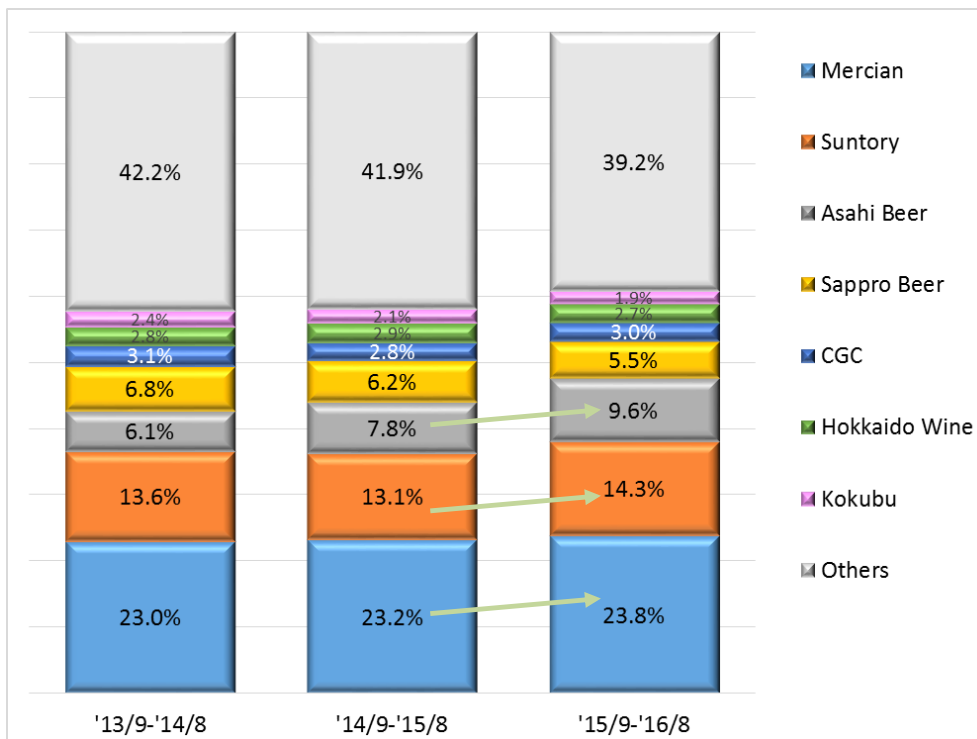


Source: Food Supermarkets (About 1,000 stores)

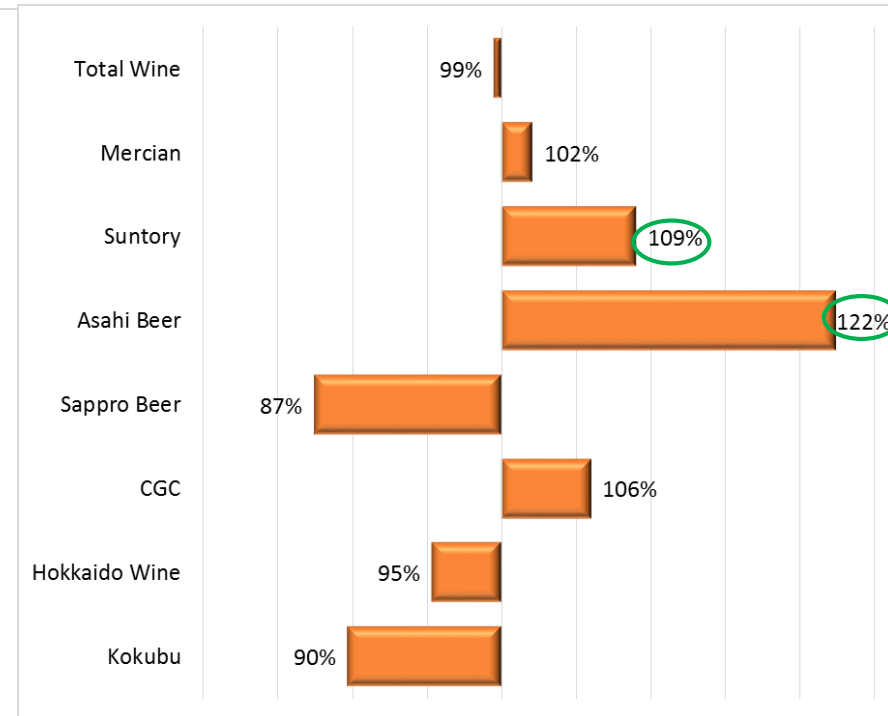
Total Wine-Value Share and Growth by Manufacturer-

While the total Wine market showed a marginal decline, the top three manufacturers, especially Suntory and Asahi Beer, registered strong growth, and thus value shares of the top 3 have improved by 0.6pts, 1.2pts, and 1.8pts respectively.

Value Sales Share by Manufacturer



Value Sales Growth by Manufacturer



Source: Food Supermarkets (About 1,000stores)