

A decorative graphic consisting of various colored circles (red, yellow, green, blue, white) of different sizes, some solid and some hollow, arranged in a cluster on the right side of the page, overlapping the blue background and the white area.

ASAHI GROUP CORPORATE PROFILE

ABOUT US

Asahi Group Holdings, Ltd. is a global leader offering a diverse collection of brands centered on beer, alcohol and non-alcohol beverages, and food. Our mission is to deliver on our great taste promise and bring more fun to life.

Established in Japan in 1889, the Group has always been committed to innovation and quality. This dedication has brought together iconic brands and the expertise of renowned breweries from around the world, including those with a rich heritage spanning over centuries. Our approach has culminated in a globally recognized portfolio of brands that includes premium beers such as *Asahi Super Dry*, *Peroni Nastro Azzurro*, *Kozel*, *Pilsner Urquell*, and *Grolsch*.

“Cheer the Future” is Asahi Group’s commitment to a better future by creating meaningful connections between people, nature, communities, and societies where we operate, leveraging our business to make a positive impact towards a sustainable tomorrow.

With a global presence primarily in Japan, Europe, Oceania, and Southeast Asia, we provide over 10 billion liters of beverages to consumers worldwide and generate revenues of over JPY 2.5 trillion annually.

Headquartered in Japan, Asahi Group Holdings is listed on the Tokyo Stock Exchange (Prime Market: 2502.T).





ASAHI GROUP PHILOSOPHY

Our Mission

**Deliver on our great taste promise and
bring more fun to life**

Our Vision

**Be a value creator globally and locally,
growing with high-value-added brands**

Our Values

**Challenge and innovation
Excellence in quality
Shared inspiration**

Our Principles

Building value together with all our stakeholders

- Customers:** Win customer satisfaction with products and services that exceed expectations
- Employees:** Foster a corporate culture that promotes individual and company growth
- Society:** Contribute to realizing a sustainable society through our business
- Partners:** Build relationships that promote mutual growth
- Shareholders:** Increase our share value through sustainable profit growth and shareholder returns



Corporate Statement

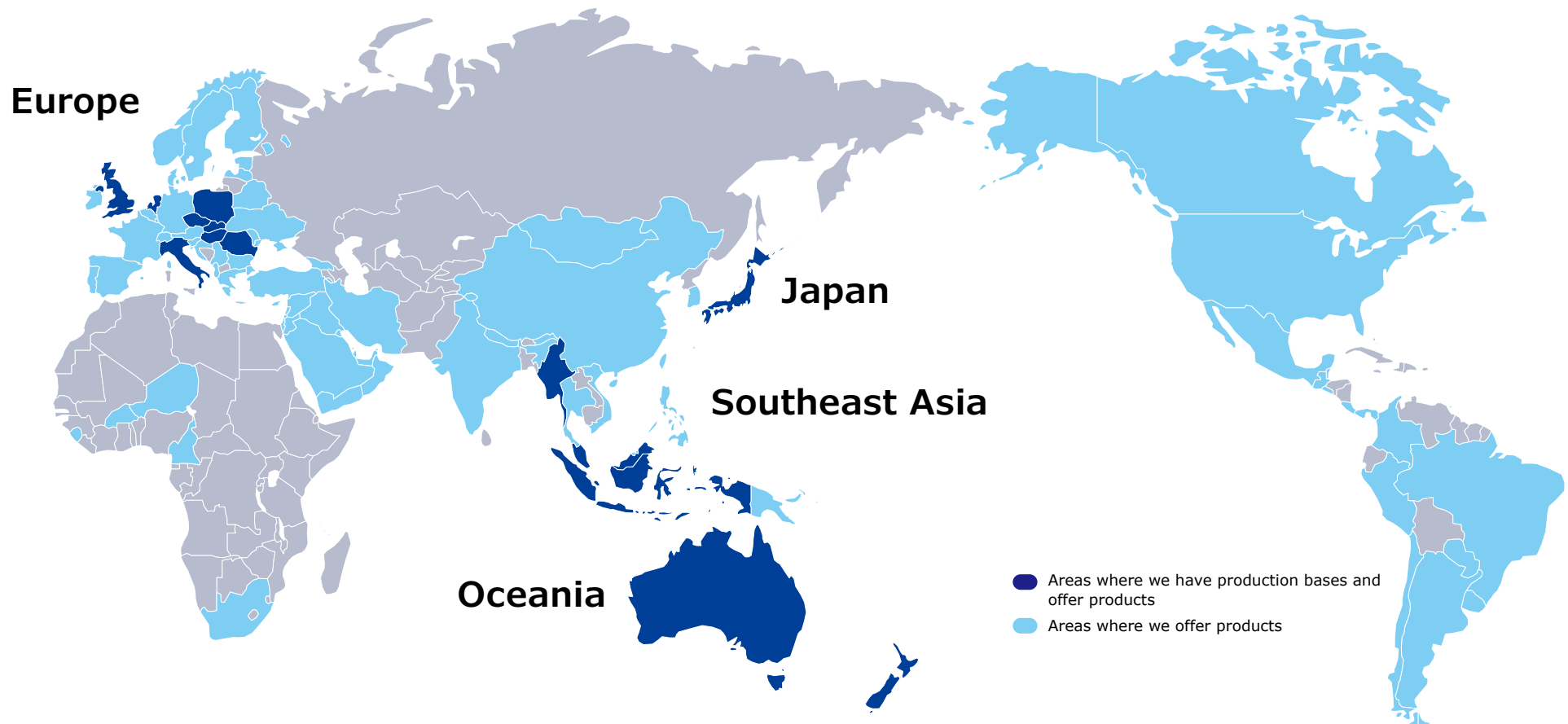
Cheer the Future

**Asahi will continue to deliver on its great taste promise and bring more fun to life.
We are proud that our products and services made with the gifts of nature bring vitality and joy
and enrich lives around the world.**

**That is why we are committed to a better future by creating meaningful
connections between people, nature, communities, and societies.**



BUSINESS FOUNDATION



Revenue

Over
¥2,500 billion



Number of production bases

over **60**



Number of markets
in which we operate

over **100** markets



Number of employees

Approx.
30,000



Production volume

Over **100** million hL
(total of alcohol and
non-alcohol beverages)

OUR BRANDS

Centered on the strong brands we possess in each country, we are promoting the further premiumization of our brand portfolio in local markets. We are also working to expand the rollout of our premium brands in global markets.

Japan



Oceania



Europe



Southeast Asia



5 Global Brands

GLOBAL BRANDS

We continue to expand the rollout of our five global premium beer brands, each with its own rich history, tradition, and value. In addition to our commitment to sourcing high-quality raw materials, refining production methods, and ensuring top-notch quality, we consistently strive to develop innovative products that cater to the evolving needs of customers.



Pilsner Urquell

Pilsner Urquell is the world's first pilsner, brewed the original way in the same brewery using the same recipe for over 180 years. Its signature flavor balances sweetness from the triple-decocted malt and bitterness from our Saaz hops. A true icon of beer.



Peroni Nastro Azzurro

In Rome, 1963, *Peroni Nastro Azzurro* was first brewed. Created to reflect the emergence of Italian luxury in fashion and design, and now the No. 1 Premium Italian Beer Brand Globally. *Peroni Nastro Azzurro* is gently brewed using the finest ingredients, including our exclusive Nostrano dell'Isola maize to give an intensely crisp, refreshing taste with that unmistakable touch of Italian style, craftsmanship, passion and flair. In 2022, *Peroni Nastro Azzurro 0.0%* was launched as a non-alcohol variant.



Asahi Super Dry

First created in 1987 as the world's first super dry taste beer, today, *Asahi Super Dry* is Japan's No. 1 beer and a global icon of progressive Japan. *Asahi Super Dry* is brewed with precision to the highest quality standards under the supervision of Japanese master brewers. Our advanced brewing techniques deliver a dry, crisp taste and quick, clean finish. In 2023, *Asahi Super Dry 0.0%* was launched, delivering the same crisp signature taste with zero alcohol.



Kozel

The initial brewing took place in the village of Velké Popovice in 1874 and today *Kozel* is the most popular Czech beer in the world. *Kozel* is made with selected malts and the aromatic Czech hop Premiant for a well-balanced taste, welcome bitterness and full body.

Grolsch

Brewed with more than 400 years of tradition behind it. We still use the classic method of low fermentation, carefully selected raw materials including two varieties of Hallertau hops and a natural maturation. You taste the craftsmanship in every glass.



Corporate Statement

Cheer the Future

In order to achieve the integration of sustainability into management, the Asahi Group has adopted the corporate statement of “Cheer the Future.” The Group has also created “Sustainability Stories,” which explain why the Group is working toward sustainability as well as the details of how it is doing so.

Sustainability Stories

Create lasting brand value

For over 100 years, we have worked with the gifts and the power of nature to deliver on our great taste promise to consumers around the world. We are proud that our products have helped encourage people-to-people connections, create communities, and bring more fun to life for everyone—a heritage we aim to continue well into the future.

Actively embrace change

Envisioning a better future, we aim to build sustainable ecosystem and circular economy through decarbonization and the effective use of water resources, connect people to their wonderful communities, and create measures and drinking opportunities to reduce the harmful use of alcohol, sharing ideas and technologies with stakeholders toward realization.

Adapt to the future

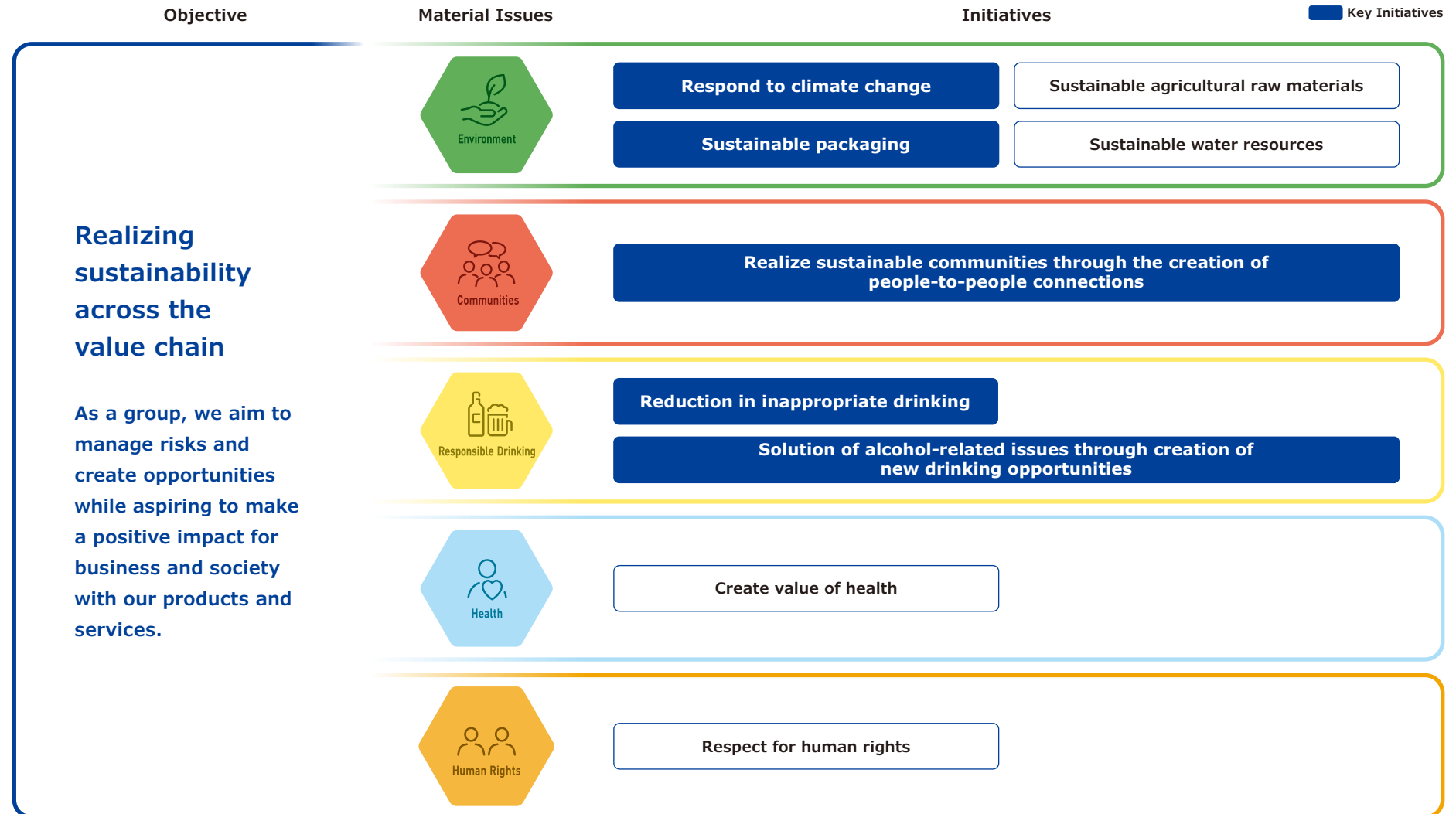
We accept our special responsibility to manage the potentially harmful effects our business may have on the environment and society at large. Going forward, we are committed to achieving sustainable growth while pursuing sustainability as essential synonymous with pursuing business itself.

Our promise to the future

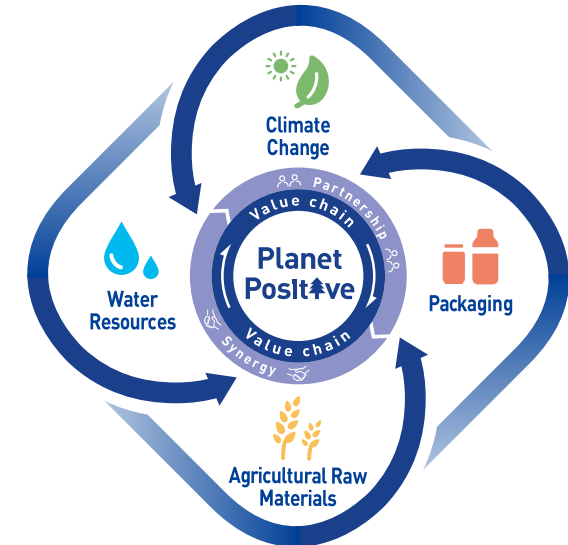
We will continue to deliver on our great taste promise and bring more fun to life for everyone by building value together with nature, community, and society at large for making the one and only future shine. With our concept “Cheer the Future,” we aim to take action toward a better world for all.

Our Material Issues

We have identified what is necessary to achieve the Asahi Group Philosophy from a sustainability perspective and have set material issues and themes for initiatives accordingly. Additionally, we set key initiatives that will enable us to create value that is unique to the Asahi Group.



Environment



We established Asahi Group Environmental Vision 2050 and adopted the “Planet Positive” approach, which shows our belief in having a positive impact on the planet as our vision for the world in 2050, with the aim of passing on nature’s gifts to future generations.

Within our Environmental Vision, we defined our desired state for the world in 2050 across the four areas: “Climate Change,” “Packaging,” “Agricultural Raw Materials,” and “Water Resources.” We are actively implementing measures to drive progress and achieve our goals in each of these areas.

Climate Change

Beyond Carbon Neutral

A world working toward a carbon-free society, where carbon emissions are reduced in society as a whole, beyond the boundaries of business, and biodiversity is preserved

Packaging

A Society Free of Packaging Waste

A world where the use of resources to make packaging is minimized, used packaging is recycled, and marine biodiversity is preserved

Agricultural Raw Materials

Sustainable Agricultural Raw Materials

A world where farming is carried out while considering the environment, respecting human rights, and realizing regional revitalization and there is a balance between stable production and preservation of the ecosystem

Water Resources

Healthy Watersheds for People and Nature

A world where the appropriate quality and quantity of water and the function of the soil are preserved for maintaining health, living environments, and biodiversity and resilience against natural disasters is enhanced

Environment



Our Initiatives

Asahi Carbon Zero

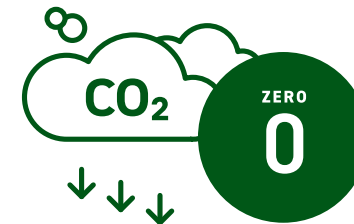
Under Asahi Carbon Zero, we are actively promoting various initiatives with the aim of achieving carbon neutrality in Scope 1, 2, and 3 by 2050.

Shift to Renewable Energy Generation at Production Sites

To accelerate initiatives aimed at achieving Asahi Carbon Zero, the Asahi Group has introduced renewable energy at its production sites and is promoting its further use. In April 2023, 100% of our energy purchases at all production sites across Japan were renewable energy. We are aiming for 100% of our energy purchases at approximately 90% of production sites across the entire Group to be renewable energy by 2025.

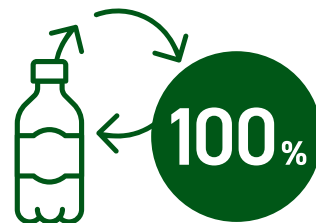
Our Target by 2050

Target for reducing CO₂ emissions in Scope 1, 2, and 3



Our Target by 2030

Percentage of PET bottles that use eco-friendly materials



3R+Innovation

We set three targets for 3R+Innovation.

1. Realize 100% utilization of materials for plastic containers that can be used effectively by 2025
2. Convert to 100% eco-friendly materials for PET bottles by 2030
3. Examine the development of eco-friendly materials and sales methods that do not make use of plastic containers and packaging

Operation of PET Bottle Recycling Facility

Asahi Beverages Pty Ltd., a Group company in Australia, began operation of Australia's largest PET bottle recycling facility located in the state of New South Wales in March 2022 through a joint venture with four companies, including competitors. The facility recycles the equivalent of approximately one billion 600-milliliter PET bottles annually and will produce over 20,000 tons of recycled PET bottles and food packaging.

Communities



Communities

RE:CONNECTION

The Asahi Group has established “RE:CONNECTION” as a slogan for its community activities based on its important approach of advancing the renewal and evolution of people-to-people connections and is promoting initiatives accordingly.

We established sustainable agriculture as a key initiative for protecting agriculture that is vital to both us and local communities. Employees participate in fundamental community support activities in the areas of food, the regional environment, and disaster relief and hope to strengthen connections with people and local communities.

Key Activity Sustainable Agricultural Industry

Improve agricultural producers' well-being and realize the stable procurement of agricultural raw materials through our connections with stakeholders (co-creation activities) and the utilization of proprietary technologies

Regional revitalization

Reduction of environmental burden

Respect for human rights

Basic Activity Community Support Activities

Strengthen our connections with communities through employee participation in activities aimed at resolving social issues

Food

Regional environment

Disaster relief



Supporting Farmers by Utilizing Brewing Yeast Cell Walls

Brewing yeast cell walls include active ingredients that promote plant growth. The agricultural material (a raw material for fertilizer) generated via the Asahi Group's proprietary technology for processing brewing yeast cell walls has brought various positive results to farms around Japan, such as increased crop yields and reduced agrochemical use.

By connecting farmers around the world with the Asahi Group's yeast technology, we aim to bring innovation to agricultural production, transition to farming that is friendly to people and the environment, and achieve a future with a safe and abundant food supply.

Responsible Drinking



Responsible Drinking Ambassador



In 2020, we formulated the global slogan of “Responsible Drinking Ambassador” for the purpose of achieving the Group’s policies for responsible drinking. This slogan was created to remind each Asahi Group employee of their mission to promote responsible drinking. The Asahi Group is a member of the NPO International Alliance for Responsible Drinking (IARD), which collaborates with the leading alcohol manufacturers around the world to promote the reduction of inappropriate drinking.



Our Target by 2025

Sales composition ratio of non-alcohol and low-alcohol beverages to major alcohol beverage products*


15%

Expansion of Non-Alcohol and Low-Alcohol Products

By 2025, we aim to achieve a 15% sales composition ratio of non-alcohol and low-alcohol beverages to major alcohol beverage products.* We are expanding global brands to include *Asahi Super Dry 0.0%* and *Peroni Nastro Azzurro 0.0%*, while local brands are offering a variety of non-alcohol and low-alcohol options. We aim to realize a society that prevents excessive drinking where the taste of alcohol can still be enjoyed by increasing the number of choices consumers can choose to align with their conditions, feelings, and individual circumstances at the time.

*Beer-type beverages, ready-to-drink beverages, and non-alcohol beverages

OUR CULTURE

We believe it is vital to enhance employee engagement. We have formulated a “People Statement” and are advancing initiatives to foster our ideal corporate culture.

People Statement

Learning, growing, achieving TOGETHER



Safety and Well-being is our biggest priority

- The health, safety and well-being of our people is always our highest priority
- We respect and contribute to the well-being of our planet and the communities in which we live and work



Growth through Learning individually and collectively

- We thrive in a learning culture, with opportunities for growth individually and in teams, and where knowledge is shared
- We are okay with not knowing the answer or making mistakes as this fuels our growth and enriches our collective learning



Everyone Matters is our core belief

- We believe that which makes us different makes us a stronger, more innovative organization
- We welcome, respect and celebrate the different cultures, ethnicities, genders and personalities that make up our global family



Better together: Collaboration fuels our growth

- We know we are stronger and more innovative together than we can ever be alone
- Together we share our goals and celebrate our successes

HISTORY

The Origin of Our Values

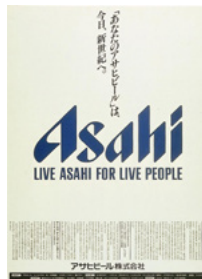
- 1889** Osaka Brewery, Ltd., the predecessor of Asahi Group Holdings, Ltd., is founded.
- 1892** *Asahi Beer* is launched.
- 1900** Asahi launches Japan's first bottled unpasteurized beer branded as *Asahi Nama Beer*. *Asahi Beer* wins the highest award at the world's fair in Paris.
- 1906** Dai Nippon Brewery Co., Ltd. is established as a joint venture of Osaka Brewery, Ltd., Nippon Brewery, Ltd., and Sapporo Brewery, Ltd.



Advertisement for the launch of *Asahi Beer*



Launch of *Asahi Beer* aluminum can



Newspaper advertisement declaring that the Company was reborn with the introduction of its corporate identity

The Second Foundation Period —The Pursuit of Further Innovation

- 1949** Asahi Breweries, Ltd. is established through a corporate split-off from Dai Nippon Brewery Co., Ltd.
- 1958** Asahi launches Japan's first canned beer, *Asahi Gold*
- 1971** Asahi releases Japan's first aluminum canned beer, *Asahi Beer*
- 1972** Mitsuya Vending Co., Ltd. (currently part of Asahi Soft Drinks Co., Ltd. of Asahi Group Japan, Ltd.) is established.
- 1986** Asahi introduces its corporate identity and changes the corporate logo to "Asahi."

Great Leaps Forward through the Accumulation of Innovations

- 1987** *Asahi Super Dry* is launched.
- 1989** New headquarters building in Azumabashi, Tokyo, is completed.
- 1992** Asahi Breweries Foods Co., Ltd. (currently a part of Asahi Group Foods Ltd. of Asahi Group Japan) is established.
- 1994** Asahi acquires stakes in Chinese beer companies and begins a full-scale entry into China.
- 1997** Asahi establishes the Research and Development Center as a base for research and development for the entire Group.
- 1998** Asahi acquires the leading share in the Japanese beer market.



Advertisement for *Asahi Super Dry*



New Headquarters Building



Research and Development Center

HISTORY

Expansion of Business Portfolio and Strengthening of Brands through Synergies

- 2001** Asahi makes The Nikka Whisky Distillery Co., Ltd into a wholly owned subsidiary.
- 2002** Asahi takes over the shochu and low-alcohol beverage businesses from Kyowa Hakko Kogyo Co., Ltd. and Asahi Kasei Corporation.
- 2006** Asahi acquires shares of Wakodo Co., Ltd., the largest baby food company in Japan (currently a part of Asahi Group Foods of Asahi Group Japan)
- 2008** Asahi acquires shares of Amano Jitsugyo Co., Ltd., the largest freeze-dried food company in Japan (currently a part of Asahi Group Foods of Asahi Group Japan).



Newspaper advertisement explaining the integration of the Company's sales department with Nikka Whisky

Laying of the Foundation for Future Global Growth

- 2009** Asahi acquires all shares of Australian beverage company Schweppes Australia (currently a part of Asahi Holdings (Australia) Pty Ltd).
- 2011** Asahi changes corporate name from Asahi Breweries, Ltd. to Asahi Group Holdings, Ltd. and transitions into a pure holding company

Asahi Breweries, Ltd. is established to be responsible for the Alcohol Beverages Business in Japan (currently a part of Asahi Group Japan).

Asahi acquires shares in Malaysian beverage company Permanis Sdn. Bhd. (currently a part of Asahi Holdings Southeast Asia Sdn. Bhd.), thereby making a full-scale entry into the Southeast Asian market.

- 2012** Asahi acquires shares of Calpis Co., Ltd. (currently a part of Asahi Soft Drinks of Asahi Group Japan).
- 2016** Asahi acquires former SABMiller plc's Italian, Dutch, and U.K. businesses (currently a part of Asahi Europe & International Ltd.), thereby making a full-scale entry into the European market.
- 2017** Asahi acquires the beer business of the former SABMiller (currently a part of Asahi Europe & International) in five Central and Eastern European countries.



Unification of Our Foundation as a Global Company and Pursuit of the Next Stage of Growth

- 2019** Asahi implements the Asahi Group Philosophy as the core of all of its corporate activities.
- 2020** Asahi acquires Anheuser-Busch InBev's Australian business (Carlton & United Breweries business).
- 2022** Asahi transitions to a structure with four Regional Headquarters worldwide, establishing Asahi Group Japan as the Regional Headquarters responsible for managing the Japan Business.





Website
<https://www.asahigroup-holdings.com/en/>



<https://www.linkedin.com/company/asahigroup-holdings/>

