

## Asahi Group Philosophy

<b>Our Mission</b>
Deliver on our great taste promise and bring more fun to life
<b>Our Vision</b>
Be a value creator globally and locally, growing with high-value-added brands
<b>Our Values</b>
Challenge and innovation Excellence in quality Shared inspiration
<b>Our Principles</b>
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 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

### ① Enhancing corporate value for sustainable growth

- We will realize optimum corporate activities that meet the expectations of its stakeholders, including general consumers.
- We will implement ESG initiatives and strengthen our relationship with stakeholders while integrating them into our business.
- We will pursue customer satisfaction and contribute to solving social issues through the business activities of the Asahi Group.

Related Information : [CEO Message](#)

### ② Strengthening corporate governance

- We will endeavor to proactively strengthen group management, enhance the trust relationship with society, and improve the sociality and transparency of the Group companies.

- We will carry out appropriate cooperation with all of our stakeholders, including general consumers.
- We are emphasizing compliance and aiming to realize a corporate culture of respecting and cooperating with all of our stakeholders.

Related Information : [Corporate Governance](#)

### ③ Communicating with Stakeholders

- We consider it of high importance to use various methods to create opportunities for dialogue with consumers.
- We engage with consumers, share their opinions within the company and reflect them in our activities, and initiatives.
- We will sincerely listen to our customers' opinions, reflect them in products and services and utilize this information to improve and develop better products and services.

Related Information : [Communication with Stakeholders](#)  
[Quality Improvement Activities](#)

### ④ Constructing relationships of trust with customers

- We will deliver products and services that customers can use with confidence by placing top priority on safety.
- We will comply with laws and regulations, and each Group company will also comply with the selfregulations of their respective industry.
- We will promote these activities throughout all group companies and departments and endeavor to share our sense of values.

Related Information : [Securing Food Safety and Reliability](#)

### ⑤ Enhancing information provision and engaging in bilateral information exchange

- Based on interacting with customers with a sense of gratitude, we sincerely

listen to the opinions of our customers and respond in a reassuring manner.

- We make efforts to rapidly, accurately and carefully respond to each individual customer opinion from the viewpoint of the customer.

- We will communicate useful information for customers on our webpage and by other means.

Related Information : [Appropriate Response and Support to Consumers](#)  
[Customer Relations Offices](#) (Japanese only)

⑥ Proactive activities by employees (Improving corporate culture and raising employee awareness)

- All members of the Asahi Group will place themselves in the customer's position and act with sincerity.

- We will carry out training and educational activities to improve corporate culture and raise employee awareness.

Related Information : [Pursuing Social Responsibility through Products and Services](#)