

30 September 2011

FOR IMMEDIATE RELEASE

Company Name: Asahi Group Holdings, Ltd.
President and Representative Director: Naoki
Izumiya
Securities Code: 2502
Stock Listings: Tokyo Stock Exchange, First Section
and Osaka Securities Exchange, First Section
Contact: Tsuyoshi Morita,
General Manager, Public Relations Section
Phone: +81-3-5608-5126

**Announcement regarding completion of share purchase to acquire
New Zealand and Australian alcoholic beverage company
and creation of a specified subsidiary**

Asahi Group Holdings, Ltd. (“Asahi”) is pleased to announce that it has completed the purchase of all outstanding shares of Flavoured Beverages Group Holdings Limited (“FB”), which was announced on 18 August 2011 in its news release, “Announcement regarding execution of share purchase agreement to acquire New Zealand and Australian alcoholic beverage company.”

Asahi also announces that Asahi Liquor New Zealand Limited (“ALNZ”), which was newly incorporated for the acquisition of all outstanding shares of FB, is deemed a specified subsidiary of Asahi.

I. Completion of the Transaction

1. Completion of the Transaction

On 18 August 2011, Asahi executed the share purchase agreement to acquire all outstanding shares of FB, trading as Independent Liquor Group (“Independent Liquor”) through Asahi’s existing subsidiary in Australia. Independent Liquor is the leading ARTD (Alcoholic Ready-to-Drink) company in New Zealand and #3 ranked in Australia. Based on this agreement, Asahi completed the Transaction today.

The purchase price in the Transaction (including the interest-bearing debt) is approximately NZD1,534 million (approximately JPY 98.2 billion).

2. Impact on Asahi's financial performance

The acquisition of FB will not materially impact Asahi's non-consolidated and consolidated financials for FY December 2011.

II. Creation of a specified subsidiary

1. The reason for being deemed a specified subsidiary

Asahi incorporated ALNZ in New Zealand as a special purpose company for the acquisition of all outstanding shares of FB. Since the amount of ALNZ's capital is equivalent to 10/100 or more of the amount of Asahi's capital, ALNZ is deemed a specified subsidiary of Asahi.

2. Outline of the subsidiary

- | | |
|----------------------------|---|
| (1) Company Name | Asahi Liquor New Zealand Limited |
| (2) Representative | Kaoru Sakita |
| (3) Registered Head Office | C/- Bell Gully, Level 22, Vero Centre, 48 Shortland Street, Auckland, 1010, New Zealand |
| (4) Established | 22 September 2011 |
| (5) Fiscal year-end | 31 March |
| (6) Ownership | 100% owned by Asahi Holdings (Australia) Pty Ltd |

3. Date of being deemed a specified subsidiary

30 September 2011

4. Outlook

The incorporation of ALNZ will not impact Asahi's non-consolidated and consolidated financials for FY December 2011.

End