

11 November 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 of
a Malaysian soft drinks company and creation of a Specified Subsidiary relation**

Asahi Group Holdings, Ltd. (“Asahi”) is pleased to announce that it has completed the acquisition of all the issued shares of Permanis Sdn. Bhd. (“Permanis”), which was announced on 21 July 2011 in its news release “Announcement regarding execution of share purchase agreement to acquire Malaysian soft drinks company”.

Asahi also announces that the acquisition was consummated via its newly incorporated wholly-owned subsidiary in Singapore, Asahi Group Holdings Southeast Asia Pte. Ltd. (“Singapore Subsidiary”), and the Singapore Subsidiary is classified as a Specified Subsidiary of Asahi under Japan’s Financial Instruments and Exchange Act.

I. Completion of the Transaction

1. Completion of the Transaction

On 21 July 2011, Asahi executed a share purchase agreement to acquire all the issued shares of Permanis, the second largest soft drinks maker by sales volume in Malaysia from its parent C.I. Holdings Bhd. Having all the conditions precedent under the share purchase agreement fulfilled, Asahi today completed the acquisition through Singapore Subsidiary.

The purchase price of the transaction is approximately RM 820 million (approximately JPY 20.2 billion).

2. Impact on Asahi’s financial performance

It is anticipated that the acquisition of Permanis will not result in any material impact on Asahi’s

financials, neither non-consolidated nor consolidated, for its fiscal year ending 31 December 2011.

II. Creation of a Specified Subsidiary

1. The reason for classification as a Specified Subsidiary

As mentioned above, Asahi incorporated Singapore Subsidiary as an acquisition entity to purchase the Permanis shares and Asahi invested all the necessary funds for the purchase price and other ancillary expenses to Singapore Subsidiary by equity. As a result, the paid-up capital of Singapore Subsidiary has become no less than 10% of Asahi effective as of today. As such, Singapore Subsidiary is therefore classified as a Specified Subsidiary of Asahi under Japan's Financial Instruments and Exchange Act.

2. Overview of the subsidiary concerned

(1) Company Name	Asahi Group Holdings Southeast Asia Pte. Ltd.
(2) Representative	Kenji Hamada
(3) Registered Head Office	80 Robinson Road, #02-00, Singapore 068898
(4) Incorporation Date	14 October 2011
(5) Fiscal year-end	31 December
(6) Ownership	100% owned by Asahi Group Holdings, Ltd.

3. Date of classification as a Specified Subsidiary

11 November 2011

4. Impact on Asahi's financial performance

It is anticipated that the incorporation of Singapore Subsidiary will not impact Asahi's financials, neither non-consolidated nor consolidated, for its fiscal year ending 31 December 2011.

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