

July 24, 2012

Company Name: Asahi Group Holdings, Ltd.
President and Representative Director: Naoki

Izumiya

Stock Ticker Number: 2502
Stock Listings: Tokyo Stock Exchange, First Section
and Osaka Securities Exchange, First Section
Contact: Public Relations Section
Phone: +81-3-5608-5126

Amendment to fiscal 2012 Interim Consolidated Financial Results Forecast

Tokyo, Japan – Asahi Group Holdings, Ltd. (the “Company”) announced on July 24, 2012, a revised forecast for its interim consolidated financial results for the fiscal year ending December 31, 2012. The revised outlook supersedes the previous forecast announced on February 10, 2012. Details of the revision are outlined below:

1. Amendment to FY12 Interim Consolidated Financial Results Forecast (January 1, 2012– June 30, 2012)

	(Units: millions of yen)			(Unit: yen)	
	Net Sales	Operating Income	Ordinary Income	Net Income	Net Income per share
Previous forecast (A)	710,000	36,500	37,500	18,500	39.73
Revised forecast (B)	710,200	32,700	35,800	25,600	54.98
Difference (B-A)	200	(3,800)	(1,700)	7,100	15.25
Difference (Percentage)	0.0	(10.4)	(4.5)	38.4	38.4
(For Reference) FY11 Interim results	651,661	36,443	41,256	16,272	34.96

2. Reasons for the Amendment to FY12 Interim Consolidated Financial Results Forecast

With regard to the interim consolidated financial results of the Company, despite a decrease in operating income and ordinary income mainly due to investment in sales promotion expenses in soft drinks business, the net income is expected to exceed the previous forecast due to the occurrence of gain on change in equity etc. with the strategic alliance agreement entered into between Tingyi-Asahi Beverages Holding Co., Ltd, an equity-method affiliate of the Company and PepsiCo, Inc., a major US-based beverages manufacturer.

The Company is to make announcement of the consolidated forecast for the full fiscal year 2012 together with the disclosure of the Company’s fiscal 2012 interim consolidated results on August 2, 2012.

(Note)

The figures in these financial results forecasts have been calculated based on the information currently available to the management of the Company. Various factors could cause actual results to differ materially from the foregoing expectations.