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February 13, 2013

Dear Shareholders and those whom it may concern:

Company Name: Asahi Group Holdings, Ltd.
Representative: Naoki Izumiya,
President & Representative Director
Stock Ticker Code: 2502,
(Tokyo Stock Exchange 1st Section and
Osaka Securities Exchange 1st Section)
Media Contact: Kazutomo Tamesada,
General Manager, Public Relations Section
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Notice of Non-continuation (Abrogation) of the Plan against Large-Scale Purchases of the Shares in the Company

Asahi Group Holdings, Ltd (hereinafter referred to as the “Company”) resolved to continue the plan against large-scale purchase of the shares in the Company (hereinafter referred to as the “Plan”) through the process of the resolve at the Board of Directors of the Company held on February 8, 2010, and the approval at the 86th Annual General Meeting of Shareholders of the Company.

The effective period of the Plan is until the conclusion of the 89th Annual General Meeting of Shareholders of the Company scheduled for March, 2013 (hereinafter referred to as the “Annual General Meeting of Shareholders”). Prior to the expiration of the effective period, the Company has decided, at the Board of Directors held today to abrogate and not to continue the Plan after the conclusion of the Annual General Meeting of Shareholders.

In 2010, The Company continued the Plan because it represents the efforts to prevent decisions on the Company’s financial and business policy from being controlled by any person who is inappropriate (such efforts are prescribed in Item 3(b)(2), Article 118 of the Ordinance for Enforcement of the Companies Act)

according to the Company's basic policy concerning the persons who control decisions on the Company's financial and business policy (such basic policy is prescribed in the main clause of Item 3, Article 118, of the said Ordinance).

Thereafter, as of July, 2011, the Company made a transition to a pure holding company structure and in 2012, the Company aggressively engaged in "Medium-Term Management Plan 2012" through "raising the profitability of existing business" and "constructing new growth system" for the purpose of the group-wide global management. The Company now believes that by diligently implementing of "Long-Term Vision 2020" and "Medium-Term Management Plan 2015" by whole Asahi Group, it can significantly strengthen the relationship of trust between the Asahi Group and its stakeholders, and in addition, secure and enhance corporate value as well as common interests of shareholders.

This time, the Company has carefully discussed regarding the continuity of the Plan which will expire at the General Meeting of Shareholders, from the view point of securing and enhancing corporate value as well as common interests of shareholders, taking into consideration of the opinions of each member of the Independent Committee and institutional investors at home and overseas into account. As a result, the Company has decided at the Board of Directors held today to abrogate and not to continue the Plan after the conclusion of the Annual General Meeting of Shareholders, because the business environment surrounding the Company has been changed since the Plan was introduced, and the Company judged that the need to continue the Plan has decreased relatively compared to the timing of introducing in order to start the execution of "Long-Term Vision 2020" and "Medium-Term Management Plan 2015", and further enhance corporate value by making profit sustainably and returning profit to shareholders.

For the avoidance of doubt, whether or not the Plan is continued, the Company will continuously implement as a whole group to secure and enhance corporate value as well as common interests of shareholders. In addition, after the non-continuation (abrogation) of the Plan, the Company will take proper actions which contain requests for providing necessary and sufficient information for the proper judgments of shareholders on the large-scale purchase against the person who intends to conduct the large-scale purchase, disclosure of the opinions of the Board of Directors of the Company, and efforts to secure time necessary for the judgments of shareholders in accordance with the Financial Instruments and Exchange Act, the Companies Act and other applicable laws and regulations.