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FOR IMMEDIATE RELEASE

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Announcement regarding completion of share purchase of Indonesian beverage company

Asahi Group Holdings, Ltd. ("Asahi") is pleased to announce that today PT Asahi Indofood Beverage Makmur ("AIBM") and PT Indofood Asahi Sukses Beverage, each a joint venture company between Asahi and PT Indofood CBP Sukses Makmur Tbk for non-alcoholic beverage businesses in Indonesia, have completed the purchase of all outstanding shares of PT Pepsi-Cola Indobeverages ("PCIB"), which subject to the approval of the relevant authority has changed its name to PT Prima Cahaya Indobeverages, the exclusive bottler of PepsiCo, Inc. in Indonesia, which was announced in our news release titled "Announcement regarding execution of a share purchase agreement to acquire Indonesian beverage company" dated June 27, 2013.

The purchase price is US\$30,000,000.

While PCIB has become Asahi's consolidated subsidiary (AIBM holding ratio: 99.99%) from the fiscal year ending December 31, 2013 as a result of completion of the above share purchase, it is not expected to materially impact Asahi's consolidated financials for this fiscal year.

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