

FOR IMMEDIATE RELEASE

October 16, 2013

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

Agreement to establish Joint Venture Companies with PT Multi Bahagia to
manufacture and distribute bottled water in Indonesia

Asahi Group Holdings, Ltd. (“Asahi”) is pleased to announce that Asahi, through PT Asahi Indofood Beverage Makmur (“AIBM”) and PT Indofood Asahi Sukses Beverage (“IASB”), which are joint venture companies between Asahi’s Singapore subsidiary, Asahi Group Holdings Southeast Asia Pte. Ltd. (“AGHSEA”), and PT INDOFOOD CBP SUKSES MAKMUR TBK (Headquartered in Jakarta, Indonesia; Listed on Indonesian Stock Exchange; President Director and CEO: Mr. Anthoni Salim; “ICBP”), entered into a joint venture agreement on 11 October 2013 with PT Multi Bahagia (“MB”) to establish joint venture companies to manufacture and distribute bottled water in Indonesia and also executed deeds for establishment of such companies today.

1. Objectives of Establishing Joint Ventures

The Asahi Group has started its Long-Term Vision 2020 this year, stating the vision of “Striving to be a corporate group trusted around the world through the *Kando* of food (deliciousness, happiness and innovation).” Under its Medium-Term Management Plan 2015, an action plan for realizing the corporate vision, the Group has been working on achieving long-term stable growth through the practice of “Value and Network Management,” which is based on leveraging its strengths, such as the brands, technologies, and cost competitiveness developed and acquired by the Group companies in Japan and abroad.

The Group has been looking for expanding the international network mainly in Southeast Asia even before the Medium-Term Management Plan 2015. In September 2012, AIBM, a non-alcoholic beverage manufacturing joint venture (AGHSEA 51%;

ICBP 49%), and IASB, a non-alcoholic beverage marketing and distribution joint venture (AGHSEA 49%; ICBP 51%), were incorporated by AGHSEA and ICBP to establish a solid business platform in the Indonesian non-alcoholic beverage market, for which strong growth is expected.

By executing the transaction, the Group will make serious inroads into the “bottled water” category, the largest segment of Indonesia’s non-alcoholic beverage market, which is expected to grow significantly in the future. Together with the solid business platform in the Oceania region, China and Malaysia, Asahi will seek growth by reinforcing the operations across Asia/Oceania.

2. Overview of Joint Ventures

Two joint venture companies will be established for manufacturing and distribution of bottled water in Indonesia; the shareholding ratio of the former will be 80% (AIBM) and 20% (MB) and the shareholding ratio of the latter will be 80% (IASB) and 20% (MB), respectively. Details of each joint venture, including capital stock and total assets, will be made available as soon as they are finalized.

3. Impact on Asahi’s financial performance

The establishment of the JVs and their operations are not expected to materially impact Asahi’s consolidated financials.