



June 30, 2014

FOR IMMEDIATE RELEASE

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Securities Code: 2502
Stock Listings: Tokyo Stock Exchange, First Section
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Announcement regarding the completion of the proposed acquisition of
a Malaysian dairy company

Asahi Group Holdings, Ltd. (“Asahi”) is pleased to announce that Asahi’s Singapore subsidiary, Asahi Group Holdings Southeast Asia Pte. Ltd. and Asahi’s Malaysian subsidiary, Permanis Sdn. Bhd. have completed the purchase of all of the issued shares in the companies* engaged in dairy business in Southeast Asia held by Etika International Holdings Limited. (Announced on April 10, 2014 in its news release, “Announcement regarding execution of share purchase agreement to acquire a Malaysian dairy company.”).

* Certain minority shares will be acquired separately. Shares of one Indonesian company will be transferred upon obtaining approval from the competent authorities.

The transaction price is approximately 329 million US dollars (“USD”) on a cash and debt free enterprise value basis (approximately 33.4 billion Japanese yen (“JPY”))*

* Converted with 1 USD = 101.55 JPY as of June 27, 2014

The transaction is not expected to materially impact Asahi’s non-consolidated or consolidated financials for the fiscal year ending December 2014.

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