[Translation]

August 6, 2014

Company Name: Asahi Group Holdings, Ltd.

President and Representative Director: Naoki Izumiya

Securities Code: 2502

Stock Exchanges: Tokyo (First Section)

Contact: Public Relations Section, Asahi Group Holdings, Ltd.

Phone: +81-3-5608-5126

Notice Concerning Sale of Shares Held by Untraceable Shareholders

Asahi Group Holdings, Ltd. (the "Company") announces that it has resolved at a meeting of the Board of Directors held on today to sell the shares held by untraceable shareholders pursuant to Article 197, Paragraph 1 of the Companies Act in order to streamline its share affairs, as follows:

1. List of shareholders whose shares will be sold

Pursuant to Article 198 of the Companies Act, the Company will give public notice by way of electromagnetic public notice on August 7, 2014 of the information regarding the shareholders whose shares will be sold: the shareholder numbers, names, addresses and the number of shares held according the shareholder registry. Please refer to the Company's website.

http://www.asahigroup-holdings.com/ir/e_public/

(Note) "Untraceable Shareholders" are shareholders whom notices or demands from the Company dispatched to addresses as recorded in the shareholder registry have not reached for five consecutive years or more and who have not received dividends of surplus for consecutive five years.

2. Schedule

August 7, 2014 Public notice and demands concerning objection to sale of shares

held by untraceable shareholders

November 11, 2014 Deadline for objections from untraceable shareholders

November 12, 2014 or later Sale of shares held by untraceable shareholders

(Note)After carrying out the statutory procedures for public notice and demands concerning the sale of shares, the Company plans sell the shares held by untraceable shareholders on the market or purchase as treasury stock.

3. Contact

Shareholders listed in the public notice are requested to contact the following administrator of the shareholder registry below if they have inquiries regarding this matter.

Administrator of the shareholder registry: Sumitomo Mitsui Trust Bank, Limited

Contact: 8-4, Izumi 2-chome, Suginami-ku, Tokyo 168-0063,

Japan

Sumitomo Mitsui Trust Bank, Limited

Stock Transfer Agency Business Planning Department

Telephone: 0120-782-031(toll free)

Operator-assisted hours (9:00 to 17:00 except Saturdays, Sundays and public

holidays)