



March 31, 2015

FOR IMMEDIATE RELEASE

Company Name: Asahi Group Holdings, Ltd.
Representative Name: President and CEO: Naoki Izumiya
Securities Code: 2502
Stock Listings: Tokyo Stock Exchange, First Section)
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Company Name: Asahi Breweries, Ltd.
Representative Name: President Akiyoshi Koji

Announcement by Asahi Breweries, Ltd. regarding the completion of share purchase of ENOTECA CO., LTD.

Asahi Group Holdings, Ltd. (collectively, with other group companies, “Asahi”) is pleased to announce that our wholly owned subsidiary, Asahi Breweries, Ltd. has completed the purchase of all outstanding shares of ENOTECA CO., LTD. (“Enoteca”), becoming a wholly owned subsidiary of Asahi Breweries, Ltd. as announced on February 13, 2015 in the news release, “Announcement regarding execution of a share purchase agreement to acquire ENOTECA CO., LTD.”.

1 . Completion of the transaction

On February 13, 2015, Asahi Breweries, Ltd. had executed the share purchase agreement with the funds advised by Unison Capital, Inc., and with other sellers (collectively “Unison Capital”), to acquire all of the outstanding shares of Enoteca owned by Unison Capital. Asahi Breweries, Ltd. has completed the acquisition as of today.

2 . Impact on Asahi’s financial performance

This transaction is not expected to have a material impact on Asahi’s non-consolidated and consolidated financials for the fiscal year ending December 31, 2015.