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FOR IMMEDIATE RELEASE

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Securities Code: 2502
Stock Listings: Tokyo Stock Exchange, First Section)
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Notice Regarding Formulation of Corporate Governance Guidelines

Asahi Group Holdings, Ltd. (the “Company”) is pursuing the sustainable growth and improvement of medium- to long-term corporate value through execution of “Long-Term Vision 2020” and “Medium-Term Management Plan” which is based on a shared corporate philosophy

To realize these vision and management plan, the Company has formulated its Corporate Governance Guidelines as detailed below to clarify the basic concept, framework and operations guide regarding corporate governance of the company group.

1. Overview of the Corporate Governance Guidelines

Under the group-wide corporate philosophy of “The Asahi Group aims to satisfy its customers with the highest levels of quality and integrity, while contributing to the promotion of healthy living and the enrichment of society worldwide,” the Company conducts business activities, as well as resolve social issues through our business activities in the three activity domains of “Food and Health,” “The Environment” and “People and Society” toward the realization of a “sustainable society”.

Furthermore, the Company set out the ideal goal of the entire Company Group and the vision for stakeholders in the “Long-Term Vision 2020”. Moreover, in the “Medium-Term Management Plan 2015”, the Company is striving to enhance corporate value by increasing financial value through sustained growth in return on equity (ROE) and earnings per share (EPS), adopted as key performance indicators.

“Growth-oriented governance” for fair, transparent, swift and bold decision making will be indispensable to the conduct of business activities, aims to enhance the sustainable corporate value. The Company has established and is actively implementing policies with respect to the following matters.

- Appropriate cooperation with stakeholders
- Securing the rights and equal treatment of shareholders
- Ensuring appropriate information disclosure and transparency
- Dialogue with shareholders
- Responsibilities of the Board of Directors

2. Disclosure of the Corporate Governance Guidelines

The Company plans to disclose the Corporate Governance Guidelines today (July 8) on its corporate website (<http://www.asahigroup-holdings.com/en/csr/gov/internal/index.html>).