



February 9, 2016

FOR IMMEDIATE RELEASE

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

Notice of Change of Representative Directors (Change of President)

Asahi Group Holdings, Ltd. (the "Company") hereby announces that it decided at a meeting of the Board of Directors held on February 9, 2016 to change representative directors, as described below.

The new representative directors are scheduled to officially assume the office at a meeting of the Board of Directors to be held after the ordinary general meeting of shareholders to be held in March.

1. Reason for the Change

The Company has instituted a new Medium-Term Management Policy under which it will further promote the globalization of the Asahi Group and undertake strengthening of the business foundation in Japan and is making this change in the management organization to accomplish these management tasks. The Company views this organizational change as an opportunity to further advance the Group's ongoing initiative of management for corporate value enhancement.

2. Names and Titles of the New and Current Representative Directors

Name	New Title	Current Title
Naoki Izumiya	Chairman and Representative Director, CEO	President and Representative Director, CEO
Akiyoshi Koji	President and Representative Director, COO	Director, President and Representative Director of Asahi Breweries, Ltd.
Katsuyuki Kawatsura	Retiring	Executive Vice President and Representative Director

3. Scheduled Date of Assumption of Office March 24, 2016

4. Reference: Change of Representative Directors of Operating Companies

Name	New Title	Current Title	Scheduled Date of Assumption of Office
Shinichi Hirano	President and Representative Director, Asahi Breweries, Ltd.	Director and Vice President, Asahi Breweries, Ltd.	March 18
Hiroshi Shiraishi	President and Representative Director, LB Co., Ltd.	Managing Director and General Manager, SCM Headquarters, LB Co., Ltd.	March 18

*LB Co., Ltd. retiring president and representative director Mr. Katsuo Shoyama is scheduled to assume the office as an executive managing director of Asahi Group Foods, Ltd. on March 18, 2016.