

January 22, 2019

Announcement of price revision for some large PET bottle products

Asahi Group Holdings, Ltd.

Asahi Soft Drinks Co., Ltd. (Head Office: Tokyo; President and Representative Director, Katsuhiko Kishigami) will revise the shipping prices and the manufacturer's suggested retail prices of some large PET bottle products effective May 1, 2019.

We decided to revise the prices in response to the recent cost increases of distribution, fuel and raw materials. We have been working to increase profitability through such means as efficiency improvements in production, distribution, sales, administration and other sections. However it became difficult for us to absorb the cost increases in large PET bottle products. We have endeavored to streamline our activities and provided high added value products and services for new demand creations in the future.

Main Items for Price Revision (exc. FOSHU, Foods with function claims, Bireley's 100%)

Container	Category	Brand	MSRP (yen) (exc consumption tax)	
			old	new
2L PET Bottle	Tea	Jyuroku-cha	330	350
		Rokujyomugi-cha		
		Takumiya		
		First Grade Tea Leaf Oolong-cha		
		Shokuji-no-abura-ni-konoippai		
	Sports Drink	SuperH2O		
2L PET Bottle	Water	Oishii-mizu	230	250
1.5L PET Bottle	Lactic Acid Drink	Calpis	330	350
		GunGun-Guruto		
	Juice	Bireley's		
	Carbonated	Mitsuya	320	340