

ASAHI Group Holdings, LTD.



FY2011 Financial Results

NOTE:

All information has been prepared in accordance with generally accepted accounting principles in Japan. Amounts shown in this accounting report and in the attached materials have been rounded down to omit fractions less than one million yen. This document is a partial English translation of the Japanese Financial Statement which was filed at Stock Exchanges in Japan on February 10, 2012. This translation was made for information only. The Company gives no warranty with respect to its correctness.

**Summary of Financial Results
(Fiscal 2012)**

February 10, 2012

ASAHI Group Holdings, LTD.

Code Number: 2502
Shares Listed: First Section of each of Tokyo Stock Exchanges and Osaka Securities Exchanges
(URL: <http://www.asahibeer.co.jp>)
Head Office: Tokyo, Japan
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US GAAP: Not applicable

1. Consolidated Financial Results for Fiscal 2011 (From January 1, 2011 to December 31, 2011)

(1) Operating Results

(Rounded down to millions of yen, except per share data)

	Net sales	% change	Operating income	% change	Ordinary income	% change
	(Millions of yen)	(%)	(Millions of yen)	(%)	(Millions of yen)	(%)
Fiscal 2011 ended December 31, 2011	1,462,736	(1.8)	107,190	12.4	110,909	9.7
Fiscal 2010 ended December 31, 2010	1,489,460	1.2	95,349	15.2	101,142	11.7

	Net income	% change	Net income per share (Primary)	Net income per share (Diluted)
	(Millions of yen)	(%)	(yen)	(yen)
Fiscal 2011 ended December 31, 2011	55,093	3.8	118.36	118.28
Fiscal 2010 ended December 31, 2010	53,080	11.4	114.10	114.00

(2) Financial Condition

	Total assets	Net assets	Shareholders' equity ratio	Net assets per share
	(Millions of yen)	(Millions of yen)	(%)	(yen)
Fiscal 2011 ended December 31, 2011	1,529,907	643,798	41.9	1,378.19
Fiscal 2010 ended December 31, 2010	1,405,358	612,670	43.6	1,315.51

Notes: Equity at the end of FY2011: 641,732 million yen Equity at the end of FY2010 : 612,191 million yen

2. Dividends

	Cash dividend per share				
	end of first	end of second	end of third	Year-end	Dividend per
	(yen)	(yen)	(yen)	(yen)	(yen)
Year ended December 31, 2010	-	10.50	-	12.50	23.00
Year ended December 31, 2011	-	11.50	-	13.50	25.00
Year ended December 31, 2012 (Forecast)	-	14.00	-	14.00	28.00

	Total amount of Dividend	Payout Ratio (Consolidated)	Rate of dividend to net assets (consolidated)
Year ended December 31, 2010	10,701	20.2	1.8
Year ended December 31, 2011	11,639	21.1	1.9
Year ended December 31, 2012 (Forecast)		20.1	

3. Projection for Fiscal 2012 (January 1, 2012 to December 31, 2012)

	Net sales	% change	Operating income	% change	Ordinary income	% change
	(Millions of yen)	(%)	(Millions of yen)	(%)	(Millions of yen)	(%)
Fiscal 2012 ending June 30, 2012	710,000	9.0	36,500	0.2	37,500	(9.1)
Fiscal 2012 ending December 31, 2012	1,560,000	6.6	118,000	10.1	119,000	7.3

	Net income	% change	Net income per share
	(Millions of yen)	(%)	(yen)
Fiscal 2012 ending June 30, 2012	18,500	13.7	39.73
Fiscal 2012 ending December 31, 2012	65,000	18.0	139.59

4. Other

(1) Change in the scope of consolidation and application of the equity method: Yes

New consolidation:

Asahi Breweries, Ltd., Asahi Liquor New Zealand Limited, Flavoured Beverages Group Holdings Limited,

Asahi Group Holdings Southeast Asia Pte. Ltd.

(2) Adoption or simplified accounting methods or special accounting methods : Yes

Note: Changes simplified accounting methods or special accounting methods in preparation of quarterly financial statements.

(3) Changes in accounting policies, procedures and methods of indication of accounting methods

(1) Changes due to amendment of accounting standard: Yes

Adoption of Accounting Standard for Equity Method of Accounting for Investments and Practical Solution on Unification of Accounting Policies Applied to Associates Accounted for Using the Equity Method Effective the first quarter of the current fiscal year, the Company adopted the Accounting Standard for Equity Method of Accounting for Investments (Accounting Standards Board of Japan (ASBJ) Statement No. 16, issued March 10, 2008) and the Practical Solution on Unification of Accounting Policies Applied to Associates Accounted for Using the Equity Method (ASBJ Practical Issues Task Force (PITF) No. 24, issued March 10, 2008).

This change has no effect on earnings.

Application of Accounting Standard for Asset Retirement Obligations

From the first quarter of the current fiscal year, the Company has applied the Accounting Standard for Asset Retirement Obligations (ASBJ Statement No. 18, issued March 31, 2008) and the Guidance on Accounting Standard for Asset Retirement Obligations (ASBJ Guidance No. 21, issued March 31, 2008). In accordance with this change, the third-quarter consolidated operating income and ordinary income both declined by ¥15 million, and income before income taxes and minority interests declined ¥476 million.

(2) Changes due to other reasons: None

(4) Number of shares issued and outstanding at the end of the term (consolidated):

(1) Issued stock including treasury stock:

Year ended December 31, 2011	483,585,862 shares
Year ended December 31, 2010	483,585,862 shares

(2) Treasury stock:

Year ended December 31, 2011	17,950,000 shares
Year ended December 31, 2010	18,220,056 shares

(3) Average of issued Stock:

Year ended December 31, 2010	465,492,946 shares
Year ended December 31, 2010	465,200,797 shares

(Reference)

1. Non-consolidated Financial Results for Fiscal 2011 (From January 1, 2011 to December 31, 2011)

(1) Operating Results

	Net sales	% change	Operating income	% change	Ordinary income
	(Millions of yen)	(%)	(Millions of yen)	(%)	(Millions of yen)
Fiscal 2011 ended December 31, 2011	412,665	(57.2)	31,474	(62.9)	46,562
Fiscal 2010 ended December 31, 2010	963,270	(2.3)	84,741	7.9	84,707

	Net income	% change	Net income per share (Primary)	Net income per share (Diluted)
	(Millions of yen)	(%)	(yen)	(yen)
Fiscal 2011 ended December 31, 2011	21,841	23.7	46.92	46.89
Fiscal 2010 ended December 31, 2010	17,661	(41.2)	37.97	37.93

(2) Financial Condition

	Total assets	Net assets	Shareholders' equity ratio	Net assets per share
	(Millions of yen)	(Millions of yen)	(%)	(yen)
Fiscal 2011 ended December 31, 2011	1,086,914	521,065	47.9	1,119.04
Fiscal 2010 ended December 31, 2010	1,100,325	514,226	46.7	1,105.00

Notes: Equity at the end of FY2011 : 521,065 million yen Equity at the end of FY2010 : 514,226 million yen

5. Consolidated Financial Statements (Unaudited)

(1) Consolidated Balance Sheets (As of December 31, 2011 and December 31, 2010)

(in million yen)

	As of December 31, 2010	As of December 31, 2011
(Assets)		
Current Assets:		
Cash and deposits	11,534	16,893
Notes and accounts receivable-trade	274,379	279,596
Merchandise and finished goods	64,178	70,400
Raw materials and supplies	31,180	32,229
Deferred tax assets	14,622	12,982
Other	30,842	48,369
Allowance for doubtful accounts	(5,685)	(3,326)
Total Current assets	421,052	457,145
Noncurrent assets:		
Property, plant and equipment		
Buildings and structures	398,687	399,002
Accumulated depreciation	(224,957)	(234,330)
Buildings and structures, net	173,729	164,671
Machinery, equipment and vehicles	489,228	502,091
Accumulated depreciation	(357,706)	(378,636)
Machinery, equipment and vehicles, net	131,522	123,455
Other	122,436	119,441
Accumulated depreciation	(74,887)	(72,700)
Other, net	47,548	46,740
Land	182,569	176,054
Lease assets	19,161	29,161
Accumulated depreciation	(4,240)	(9,289)
Other, net	14,920	19,871
Construction in progress	6,714	5,354
Other	191	199
Accumulated depreciation	(96)	(111)
Other, net	95	88
Total property, plant and equipment	557,100	536,236
Intangible assets		
Goodwill	84,172	184,407
Other	37,640	49,880
Total intangible assets	121,812	234,288
Investments and other assets		
Investment securities	235,685	236,099
Long-term loans receivable	6,602	5,103
Long-term prepaid expenses	8,611	8,601
Deferred tax assets	30,450	28,950
Other	29,942	29,136
Allowance for doubtful accounts	(5,900)	(5,655)
Investments and other assets	305,392	302,237
Total investments and other assets	984,305	1,072,762
Total assets	1,405,358	1,529,907

(Continued)

(in million yen)

	As of December 31, 2010	As of December 31, 2011
(Liabilities)		
Current liabilities		
Notes and accounts payable-trade	102,948	104,527
Short-term loans payable	60,105	90,218
Current portion of long-term loans payable	9,154	46,461
Current portion of bonds	15,000	25,000
Lease obligations	4,011	6,200
Accrued alcohol tax	119,338	111,063
Accrued consumption taxes	8,583	17,412
Income taxes payable	32,493	25,018
Accounts payable-other	52,560	61,221
Accrued expenses	56,460	61,877
Deposits received	19,609	18,931
Commercial papers	14,000	28,000
Provision for bonuses	2,817	3,051
Other	2,789	3,182
Total current liabilities	499,874	602,166
Noncurrent liabilities		
Bonds payable	135,144	160,133
Long-term loans payable	78,019	40,279
	12,163	15,133
Provision for retirement benefits	24,738	21,854
Provision for directors' retirement benefits	597	372
Deferred tax liabilities	4,831	6,601
Asset retirement obligations	-	478
Other	37,318	39,089
Total noncurrent liabilities	292,813	283,942
Total liabilities	792,688	886,108
(Net assets)		
Shareholders' equity		
Capital stock	182,531	182,531
Capital surplus	150,910	150,788
Retained earnings	295,228	338,809
Treasury stock	(28,721)	(28,295)
Total shareholders' equity	599,948	643,833
Valuation and translation adjustments		
Valuation difference on available-for-sale securities	198	(2,685)
Deferred gains or losses on hedges	693	1
Foreign currency translation adjustment	11,351	584
Total valuation and translation adjustments	12,243	(2,100)
Minority interests	478	2,065
Total net assets	612,670	643,798
Total liabilities and net assets	1,405,358	1,529,907

(2) Consolidated Income Statements and Comprehensive Income Statement (From January 1, 2011 to December 31, 2011)
<Consolidated Income Statements>

	(in million yen)	
	Year ended December 31, 2010	Year ended December 31, 2011
Net sales	1,489,460	1,462,736
Cost of sales	943,323	907,243
Gross profit	546,137	555,492
Selling, general and administrative expenses		
Sales commission	170,488	174,216
Advertising expenses	49,529	43,489
Haulage expenses	38,915	40,477
Provision of allowance for doubtful accounts	438	78
Salaries, allowances and bonuses	67,543	67,319
Retirement benefit expenses	6,016	6,648
Depreciation	13,921	14,806
Amortization of goodwill	5,697	6,372
Other	98,236	94,893
Total selling, general and administrative expenses	450,787	448,302
Operating income	95,349	107,190
Non-operating income		
Interest income	314	333
Dividends income	1,389	1,136
Gain on valuation of derivatives	-	3,079
Equity in net income of unconsolidated subsidiaries	9,846	5,479
Other	1,627	1,125
Total non-operating income	13,178	11,154
Non-operating expenses		
Interest expenses	4,328	3,668
Other	3,056	3,767
Total non-operating expenses	7,384	7,435
Ordinary income	101,142	110,909
Extraordinary income		
Gain on sales of noncurrent assets	653	2,607
Gain on sales of investment securities	1,738	535
Gain on sales of subsidiaries and affiliates' stocks	32,336	4,677
Reversal of allowance for doubtful accounts	179	966
Gain on change in equity	726	-
Other	432	1,599
Total extraordinary income	36,067	10,387
Extraordinary loss		
Loss on sales and retirement of noncurrent assets	5,991	3,695
Loss on sales of investment securities	1,068	0
Loss on valuation of investment securities	1,004	2,192
Impairment loss	13,573	-
Loss on factory restructurings	19,780	734
Loss on liquidation of subsidiaries and affiliates	1,265	18
Earthquake related expenses	-	17,914
Loss on adjustment for changes of accounting standard for asset retirement obligations	-	460
Loss on adjustment for changes of accounting standard for asset retirement obligations	-	3,615
Other	2,061	2,243
Total extraordinary loss	44,744	30,874
Income before income taxes and minority interests	92,464	90,422
Income taxes-current	53,547	29,937
Income taxes-deferred	(12,625)	4,949
Income taxes	40,921	34,886
Income before minority interests	-	55,535
Minority interests in income	(1,536)	441
Net income	53,080	55,093

(Continued)
<Comprehensive Income Statements>

	(in million yen)	
	Year ended December 31,2010	Year ended December 31,2011
Income before minority interests	-	55,535
Other comprehensive income		
Valuation difference on available-for-sale securities	-	(2,884)
Deferred gains or losses on hedges	-	(691)
Foreign currency translation adjustment	-	(11,461)
Share of other comprehensive income of associates accounted for usin	-	(622)
Total other comprehensive income	-	(15,660)
Comprehensive income	-	39,874
Comprehensive income attributable to		
Comprehensive income attributable to owners of the parent	-	40,750
Comprehensive income attributable to minority interests	-	(875)

(3) Consolidated Statement of Changes in Net Asset (Year ended December 31 2010 and 2011)
(Unaudited)

	(in million yen)	
	Year ended December 31,2010	Year ended December 31,2011
Shareholders' equity		
Capital stock		
Balance at the end of previous period	182,531	182,531
Changes of items during the period		
Total changes of items during the period	-	-
Balance at the end of the year	182,531	182,531
Capital surplus		
Balance at the end of previous period	151,048	150,910
Changes of items during the period		
Disposal of treasury stock	(138)	(121)
Total changes of items during the period	(138)	(121)
Balance at the end of current period	150,910	150,788
Retained earnings		
Balance at the end of previous period	252,146	295,228
Changes of items during the period		
Dividends from surplus	(9,999)	(11,170)
Net income	53,080	55,093
Change of scope of consolidation	-	(125)
Change of scope of equity method	14	(217)
Effect of changes in accounting policies applied to foreign subsidiaries	(12)	-
Total changes of items during the period	43,081	43,580
Balance at the end of current period	295,228	338,809
Treasury stock		
Balance at the end of previous period	(29,283)	(28,721)
Changes of items during the period		
Purchase of treasury stock	(22)	(11)
Disposal of treasury stock	584	437
Total changes of items during the period	561	425
Balance at the end of current period	(28,721)	(28,295)
Total shareholders' equity		
Balance at the end of previous period	556,443	599,948
Changes of items during the period		
Dividends from surplus	(9,999)	(11,170)
Net income	53,080	55,093
Purchase of treasury stock	(22)	(11)
Disposal of treasury stock	446	315
Change of scope of consolidation	-	(125)
Change of scope of equity method	14	(217)
Effect of changes in accounting policies applied to foreign subsidiaries	(12)	-
Total changes of items during the period	43,505	43,884
Balance at the end of current period	599,948	643,833

(Continued)

	(in million yen)	
	Year ended December 31,2010	Year ended December 31,2011
Accumulated other comprehensive income		
Valuation difference on available-for-sale securities		
Balance at the end of previous period	2,444	198
Changes of items during the period		
Net changes of items other than shareholders' equity	(2,246)	(2,884)
Total changes of items during the period	(2,246)	(2,884)
Balance at the end of current period	198	(2,685)
Deferred gains or losses on hedges		
Balance at the end of previous period	(6)	693
Changes of items during the period		
Net changes of items other than shareholders' equity	700	(691)
Total changes of items during the period	700	(691)
Balance at the end of current period	693	1
Foreign currency translation adjustment		
Balance at the end of previous period	14,591	11,351
Changes of items during the period		
Net changes of items other than shareholders' equity	(3,240)	(10,767)
Total changes of items during the period	(3,240)	(10,767)
Balance at the end of current period	11,351	584
Total valuation and translation adjustments		
Balance at the end of previous period	17,029	12,243
Changes of items during the period		
Net changes of items other than shareholders' equity	(4,786)	(14,343)
Total changes of items during the period	(4,786)	(14,343)
Balance at the end of current period	12,243	(2,100)
Minority interests		
Balance at the end of previous period	4,229	478
Changes of items during the period		
Net changes of items other than shareholders' equity	(3,751)	1,587
Total changes of items during the period	(3,751)	1,587
Balance at the end of current period	478	2,065
Total net assets		
Balance at the end of previous period	577,702	612,670
Changes of items during the period		
Dividends from surplus	(9,999)	(11,170)
Net income	53,080	55,093
Purchase of treasury stock	(22)	(11)
Disposal of treasury stock	446	315
Change of scope of consolidation	-	(125)
Change of scope of equity method	14	(217)
Change from merger with unconsolidated subsidiaries	(12)	-
Net changes of items other than shareholders' equity	(8,537)	(12,755)
Total changes of items during the period	34,967	31,128
Balance at the end of current period	612,670	643,798

(4) Consolidated Statements of Cash Flows (From January 1 to December 31, 2010 and 2011)

(in million yen)

	Year ended December 31, 2010 (From January 1 to December 31)	Year ended December 31, 2011 (From January 1 to December 31)
Net cash provided by (used in) operating activities		
Income before income taxes and minority interests	92,464	90,422
Depreciation and amortization	59,709	58,134
Impairment loss	13,573	-
Amortization of goodwill	5,931	6,796
Increase (decrease) in provision for retirement benefits	2,141	(1,423)
Increase (decrease) in allowance for doubtful accounts	(233)	(1,811)
Interest and dividends income	(1,704)	(1,469)
Interest expenses	4,328	3,668
Equity in (earnings) losses of affiliates	(9,846)	(5,479)
Loss (gain) on sales of investment securities	(670)	(535)
Loss (gain) on valuation of investment securities	1,004	2,192
Loss (gain) on sales of stocks of subsidiaries and affiliates	(32,336)	(4,677)
Loss (gain) on sales and retirement of noncurrent assets	(653)	(2,607)
Loss (gain) on sales and retirement of noncurrent assets	5,991	3,695
Loss on factory restructurings	19,780	734
Decrease (increase) in notes and accounts receivable-trade	(255)	(837)
Decrease (increase) in inventories	1,716	(3,089)
Increase (decrease) in notes and accounts payable-trade	2,255	(890)
Increase (decrease) in accrued alcohol tax payable	(4,128)	(9,293)
Increase (decrease) in accrued consumption taxes	(351)	(1,422)
Bonuses paid to directors and corporate auditors	(355)	(376)
Other, net	6,873	21,176
Subtotal	165,234	152,904
Interest and dividends income received	6,964	5,745
Interest expenses paid	(4,090)	(3,345)
Income taxes paid	(42,499)	(46,791)
Net cash provided by (used in) operating activities	125,608	108,513
Net cash provided by (used in) investing activities		
Purchase of property, plant and equipment	(844)	(582)
Proceeds from sales of property, plant and equipment	1,527	733
Purchase of property, plant and equipment	(25,367)	(23,493)
Proceeds from sales of property, plant and equipment	2,502	4,855
Purchase of intangible assets	(4,778)	(3,101)
Proceeds from sales of intangible assets	84	86
Purchase of investment securities	(50,264)	(8,352)
Proceeds from sales of investment securities	46,488	977
Purchase of investments in subsidiaries	(2,920)	-
Purchase of investments in subsidiaries resulting in change in scope of consolidation	-	(142,142)
Proceeds from sales of investments in subsidiaries resulting in change in scope of consolidation	-	3,014
Payments for transfer of business	(5,339)	-
Payments of loans receivable	(2,074)	(1,026)
Collection of loans receivable	2,134	1,280
Other, net	(2,939)	(3,483)
Net cash provided by (used in) investing activities	(41,790)	(171,234)
Net cash provided by (used in) financing activities		
Increase (decrease) in short-term loans payable	(71,330)	49,277
Repayments of lease obligations	(3,081)	(5,140)
Proceeds from long-term loans payable	10,716	5,047
Repayment of long-term loans payable	(22,798)	(5,494)
Proceeds from issuance of bonds	20,000	50,000
Redemption of bonds	(15,000)	(15,000)
Purchase of treasury stock	(22)	(11)
Cash dividends paid	(9,999)	(11,170)
Proceeds from stock issuance to minority shareholders	-	42
Other, net	688	(461)
Net cash provided by (used in) financing activities	(90,828)	67,090
Effect of exchange rate change on cash and cash equivalents	(261)	819
Net increase (decrease) in cash and cash equivalents	(7,271)	5,187
Cash and cash equivalents	18,082	10,813
Increase in cash and cash equivalents resulting from merger with unconsolidated subsidiaries	2	136
Cash and cash equivalents at end of period	10,813	16,137

(Segment information)**(1) Industrial segment information****Fiscal 2010 (January 1, 2010 to December 31, 2010)**

(Millions of yen)

	Alcoholic beverages	Soft drinks	Food	Other	Total	Elimination or corporate	Consolidated total
I. Net sales							
1) To outside customers	935,850	391,565	95,440	66,604	1,489,460	-	1,489,460
2) Inter-segment sales	17,284	2,377	1,787	53,552	75,001	(75,001)	-
Total	953,134	393,942	97,227	120,156	1,564,461	(75,001)	1,489,460
Operating expenses	868,568	389,020	93,594	118,651	1,469,834	(75,723)	1,394,111
Operating income	84,566	4,922	3,632	1,505	94,627	722	95,349
.Assets, depreciation and capital expenditures							
Assets	680,117	335,324	83,120	73,091	1,171,654	233,704	1,405,358
Depreciation	38,635	16,460	2,581	2,029	59,707	1	59,709
Impairment loss on fixed assets	-	931	11,046	1,595	13,573	-	13,573
Capital expenditures	10,536	18,625	6,502	1,072	36,737	0	36,737

(Notes)

- The Group's businesses are classified into segments by type and nature of products handled.
- Major products for each segment
 - Alcoholic beverages ----- beer, happoshu (low-malt beer), new genre ,sho-chu, whisky, etc.
 - Soft drinks ----- refreshing drinks, etc.
 - Food ----- food business, pharmaceuticals business
 - Other ----- real estate, restaurants, wholesale, distribution, etc.
- The Company did not have any operating expenses included in "elimination or corporate" that were not assignable to particular segment(s) during the consolidated fiscal year under review or the previous consolidated fiscal year.
- All company assets included under Corporate and Eliminations are as stated below.
Major items of that are financial asset of group financing of parent company and subsidiaries and other assets.
This fiscal year 250,527 million yen
- Food and pharmaceuticals business renamed the "Foods business".
This change is only the change of segment name, and there is no change in the method of segment classification.

(2) Geographical segment information**Fiscal 2010 (January 1, 2010 to December 31, 2010)**

(Millions of yen)

	Japan	Other regions	Total	Elimination or corporate	Consolidated total
I. Net sales					
1) To outside customers	1,391,871	97,589	1,489,460	-	1,489,460
2) Inter-segment sales	226	8	235	(235)	-
Total	1,392,097	97,598	1,489,695	(235)	1,489,460
Operating expenses	1,292,753	101,594	1,394,348	(237)	1,394,111
Operating income (loss)	99,343	(3,996)	95,347	1	95,349
. Assets	1,029,117	127,135	1,156,252	249,106	1,405,358

(Notes)

- Countries and areas are categorized in accordance with their geographic nearness.
However, any net sales and net asset in any country or area other than Japan account for less than 10% of the total net sales and net asset of all the segments. Hence, all the countries and areas other than Japan are indicated collectively as the "other areas".
- The other areas principally consist of Australia and China.
- The Company did not have any operating expenses included in "elimination or corporate" that were not assignable to particular segment(s) during the consolidated fiscal year under review or the previous consolidated fiscal year.
- All company assets included under Corporate and Eliminations are as stated below.
Major items of that are financial asset of group financing of parent company and subsidiaries and other assets.
This fiscal year 250,527 million yen

<Segment information>

(Additional information)

Beginning with the first quarter of the current fiscal year, the Company has applied the Accounting Standard for Disclosures about Segments of an Enterprise and Related Information (ASBJ Statement No. 17, issued March 27, 2009) and Guidance on the Accounting Standard for Disclosures about Segments of an Enterprise and Related Information (ASBJ Guidance No. 20, issued March 21, 2008).

1. Reporting segments The Group's reporting segments represent constituent units of the Group for which separate financial information can be obtained. Management reviews the segments regularly to make decisions on the allocation of management resources and other matters.

The Group's main business in Japan is the manufacture and sale of alcoholic beverages, soft drinks, and foods, while outside Japan the Group's main business is the manufacture and sale of alcoholic beverages and soft drinks. Accordingly, the Group's business is classified into four reporting segments: "Alcoholic Beverages," "Soft Drinks," "Foods," and "Overseas." The main products and services included in each segment, as well as the "others" segment, are explained below.

Major products and services of each segment

- (1) Alcoholic beverages ----- manufacture and sales of beer, happoshu (low-malt beer), new genre, whisky products, etc.
- (2) Soft drinks ----- manufacture and sales of refreshing drinks products, etc.
- (3) Food ----- manufacture and sales of food and pharmaceuticals products
- (4) Overseas ----- manufacture and sales of alcoholic and refreshing drinks products
- (5) Other ----- real estate, restaurants, wholesale, distribution, etc.

Fiscal 2010 (January 1, 2010 to December 31, 2010)

(Millions of yen)

	Reporting Segment				Other	Total	Elimination or corporate	Consolidated total
	Alcoholic beverages	Soft drinks	Foods	Overseas				
I. Net sales								
1) To outside customers	966,330	306,718	95,440	97,673	23,297	1,489,460	-	1,489,460
2) Inter-segment sales	22,897	5,508	1,881	8	44,558	74,854	(74,854)	-
Total	989,227	312,227	97,321	97,682	67,855	1,564,314	(74,854)	1,489,460
Operating income/loss	87,249	8,330	3,594	(5,138)	1,145	95,181	168	95,349
Segment Asset	816,088	192,357	82,621	302,802	16,538	1,410,409	(5,050)	1,405,358
Others								
Depreciation	40,666	9,402	2,565	6,761	298	59,694	15	59,709
Amortization of goodwill	(32)	2,779	1,046	1,904	-	5,697	-	5,697
Equity earnings of affiliates(Loss)	17	-	-	9,696	-	9,713	132	9,846
Investment in affiliates	784	-	-	158,019	-	158,804	459	159,263
Increase in property, plant and equipment and intangible assets	13,602	12,028	6,501	4,222	275	36,630	107	36,737

Fiscal 2011 (January 1, 2011 to December 31, 2011)

(Millions of yen)

	Reporting Segment				Other	Total	Elimination or corporate	Consolidated total
	Alcoholic beverages	Soft drinks	Foods	Overseas				
I. Net sales								
1) To outside customers	921,657	324,782	98,033	94,219	24,043	1,462,736	-	1,462,736
2) Inter-segment sales	20,766	5,033	2,031	17	46,516	74,365	(74,365)	-
Total	942,423	329,815	100,064	94,236	70,559	1,537,101	(74,365)	1,462,736
Operating income/loss	101,025	11,389	4,157	(2,912)	759	114,421	(7,228)	107,190
Segment Asset	698,124	199,236	86,782	446,596	16,773	1,447,513	82,394	1,529,907
Others								
Depreciation	36,519	11,068	2,806	6,933	303	57,632	502	58,134
Amortization of goodwill	-	2,804	302	3,265	-	6,372	-	6,372
Equity earnings of affiliates(Loss)	79	-	(176)	5,473	-	5,376	103	5,479
Investment in affiliates	864	-	100	158,624	-	159,589	486	160,075
Increase in property, plant and equipment and intangible assets	11,157	17,773	6,090	4,380	90	39,491	734	40,225