

**International Alliance for Responsible Drinking (IARD)*¹, an Alliance of the World's Leading Alcohol Beverage Producers, Issues Joint Statement
Based on statement, Asahi Group will work to further
advance initiatives to prevent underage*² drinking**

Asahi Group Holdings, Ltd.

On January 28, 2020, the International Alliance for Responsible Drinking (IARD), an alliance of the world's leading producers of alcohol beverages, issued as a joint statement an action plan to prevent underage drinking.

Based on this statement, Asahi Group will work to further advance its initiatives aimed at preventing underage drinking, and help address alcohol-related issues on a global basis.



【The IARD Joint Statement (summary)】

Actions to accelerate reductions in underage drinking

1. By 2024, we will introduce a legal age-restriction symbol or equivalent words on all of our alcohol brand products (including on alcohol-free extensions of alcohol brands).
2. We do not, and will not, market alcohol-free extensions of alcohol brands to minors.
3. We will implement online safeguards to prevent minors from seeing or interacting with our alcohol brands online.
4. We will invite retailers, wholesalers, and distributors to work with us to determine how to implement best-practice initiatives globally relating to age verification.
5. We will invite online retailers and delivery services to join us in developing global standards for the online sale of alcohol.

In 2010, the World Health Organization (WHO) adopted the “Global Strategy to Reduce the Harmful Use of Alcohol”. Alcohol-related issues are positioned as a global agenda that needs to be tackled through engaging in close dialogue with society as whole. Prevention of the harmful use of alcohol was, for example, specified as a target in one of the Sustainable Development Goals (“Good Health and Well-Being”), drafted by the UN in 2015.

To address this issue, Asahi Group has continually strengthened its efforts, including through collaborations with industry organizations and the formation of public-private partnerships, to realize the five "Producers' Commitments"*3 set forth by the IARD in 2012. Going forward, the Asahi Group, together with all its stakeholders involved in alcohol beverages, will continue efforts to prevent harmful drinking and promote responsible drinking of alcohol beverages.

*1: The International Alliance for Responsible Drinking (IARD)

A not-for-profit organization dedicated to reducing harmful drinking and promoting understanding of responsible drinking. IARD is supported by the world's 12 leading producers of beer, wine, and spirits.

<http://www.iard.org/>

*2: “Underage drinking” is as defined under the laws, regulations and/or standards of each respective region and country.

*3: Five Producers' Commitments of IARD signatories

- Reducing underage drinking
- Strengthening & expanding marketing codes of practice
- Providing consumer information & responsible product innovation
- Reducing drinking & driving
- Working with retailers to reduce harmful drinking

<http://www.iard.org/producers-commitments/>

【Reference links】

- **IARD Statement 'Actions to accelerate reductions in underage drinking'**

<http://bit.ly/IARDactions>

- **Asahi Group Responsible Drinking Principles**

https://www.asahigroup-holdings.com/en/whoweare/cp_responsible_drinking_principles.html

- **Asahi Group 'Education on Moderate and Responsible Drinking'**

<https://www.asahigroup-holdings.com/en/csr/food-health/drinking.html>

- **Asahi Breweries, Ltd. 'Towards a Good Relationship with Alcohol' (in Japanese)**

<https://www.asahibeer.co.jp/csr/tekisei/>

- **Asahi International Ltd 'Responsible marketing policy'**

<http://www.asahiinternational.com/en/our-stories/our-responsible-marketing-policy/>

- **Asahi Breweries Europe Ltd. 'Alcohol Responsibility'**
<http://www.asahibreweries.eu/alcohol-responsibility/>