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FOR IMMEDIATE RELEASE

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Securities Code: 2502
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Announcement regarding the divestments of selected brands of beer and cider in relation to the undertakings with the ACCC

Asahi Group Holdings, Ltd (“Asahi”) is pleased to announce that it has obtained, through its wholly-owned subsidiary Asahi Holdings (Australia) Pty Ltd (headquarter: Melbourne, VIC Australia; Group CEO: Robert Iervasi) approvals from the Australian Consumer and Competition Commission (the “ACCC”) and the Foreign Investment Review Board (“FIRB”), respectively, in relation to the proposed sale of certain selected brands Asahi acquired from Anheuser-Busch InBev (“AB InBev”) on June 1, 2020 pursuant to the sale and purchase deed between AB InBev and Asahi dated July 19, 2019 to Heineken N.V.

The brands subject to the divestments are: “Stella Artois” and “Beck’s” (both licensed from AB InBev) for beer and “Strongbow”, “Little Green” and “Bonamy’s” for cider.

The divestments above are to achieve our commitment to the ACCC in relation to our acquisition of AB InBev’s Australian business (trading as Carlton & United Breweries or “CUB”) completed on June 1, 2020 (see our release dated June 1, 2020 titled “Announcement regarding completion of acquisition of the Australian business of Anheuser-Busch InBev and shelf registration of newly issued stock”).

Now all the conditions precedent (including approval from the regulatory authorities above) for the contemplated divestments have been satisfied, we are due to close the deal with Heineken N.V. on January 5, 2021.

The financial impact of the divestments on the consolidated performance of Asahi for the fiscal year ending in December 2021 is insignificant.

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