



August 10, 2021

For immediate release

Company Name: Asahi Group Holdings, Ltd.  
President and CEO, Representative Director: Atsushi Katsuki  
Stock Ticker: 2502  
Stock Listings: Tokyo Stock Exchange, First Section  
Contact: Osamu Ishizaka  
Executive Officer, Head of Corporate Communications  
Phone: +81-3-5608-5126

## Announcement as Regards Commencing Preparations for Establishment of Intermediate Holding Company and Partial Transferral of Asahi Group Holdings Functions

Asahi Group Holdings, Ltd. (“the Company”) today announced that its Board of Directors has passed a resolution to commence preparations for the establishment of an intermediate holding company (tentatively titled Asahi Group Japan, Ltd.) and the partial transfer certain functions of the Company to said intermediate holding company, to be completed by January 1, 2022. Details are as follows.

### 1. Purpose of the establishment of the intermediate holding company

The Asahi Group is working in line with the Asahi Group Philosophy and the Group’s Medium-Term Management Policy on key priorities such as enhancing management resources and reinforcing ESG initiatives, as well as premiumization of core brands and offering new added value propositions.

The Group is looking to generate further global synergies and expand its five global brands while boosting the competitiveness of business conducted in the areas overseen by each of its regional headquarters in Japan, Europe, Oceania, and Southeast Asia.

The Company will shift its focus to setting strategies and overseeing the management of the entire Group. Preparations will now commence for the partial transfer of the Company’s certain functions to an intermediate holding company scheduled to be established in September 2021. The aim is to reorganize and reinforce regional headquarters functions in order to expand each of the Group’s businesses in Japan and maximize their value.

Under this organizational restructuring, companies currently under the oversight of the Company, such as Asahi Breweries, Asahi Soft Drinks, and Asahi Group Foods, are scheduled to be placed under the new intermediate holding company, tentatively titled Asahi Group Japan, Ltd., in January 2022.

2. Schedule

Early November 2021 Board of Directors approval of details of function transfer  
 January 1, 2022 Reorganization to be implemented

Details of the function transfer will be announced once they are determined.

3. Scheduled Group structure reorganization

Current structure



Structure after establishment of intermediate holding company



After functions are transferred in January 2022



4. Impact on the Asahi Group's financial performance

The scheduled reorganization will have minimal impact on the Group's financial results for the fiscal year ending December 31, 2021.