<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1889</td>
<td>Osaka Beer Brewing Company was established. Osaka Beer Brewing Company was established with the aim of developing authentic Japanese beer.</td>
</tr>
<tr>
<td>1892</td>
<td>Asahi Beer was launched. The sale of authentic beer produced by a Japanese brewery was started.</td>
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<tr>
<td>1900</td>
<td>Osaka Beer Brewing launched Japan’s first bottled draft beer.</td>
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<tr>
<td>1900</td>
<td>Osaka Beer Brewing was awarded the Gold Prize at the Universal Exhibition in Paris. Osaka Beer Brewing received a number of prizes and awards at domestic and international competitions.</td>
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<tr>
<td>1907</td>
<td>Mitsuya Brand “HIRANO CHAMPAGNE CIDER” (currently known as Mitsuya Cider) was launched.</td>
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<tr>
<td>1930</td>
<td>EBIOS, a pure brewer’s yeast preparation tablet, was introduced.</td>
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<tr>
<td>1889</td>
<td>Asahi Breweries, Ltd. was established. Asahi Breweries, Ltd. was established as a result of the company being split in two upon enactment of the Economic Decentralization Act.</td>
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<tr>
<td>1949</td>
<td>Sales agreement of new soft drink brands was concluded. Asahi concluded an agreement with General Foods and Wilkinson, respectively, to sell Bireley’s Orange and Wilkinson Tansan in Japan.</td>
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<td>1951</td>
<td>Asahi acquired a 60% stake in NIKKA WHISKY Distilling Co., Ltd.</td>
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<td>1954</td>
<td>Asahi introduced Japan’s first canned beer, under the Asahi label. After starting with steel cans, Asahi commenced the sale of products in aluminum cans in 1971.</td>
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<tr>
<td>1958</td>
<td>Asahi signed a collaborative business agreement with Bass Exports of the U.K. for the import and sale of Bass’s products.</td>
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<tr>
<td>1980</td>
<td>Asahi signed a collaborative business agreement with Löwenbräu of Germany. Asahi commenced Japan’s first licensed production of foreign beer in 1983.</td>
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<tr>
<td>1982</td>
<td>The right to the trademark for Wilkinson carbonated drink was acquired.</td>
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<tr>
<td>1985</td>
<td>Asahi announced the introduction of its official Corporate Identity (CI). Asahi announced the introduction of its official CI with the aim of unifying its values and activities towards the reinforcement of brand power.</td>
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<tr>
<td>1987</td>
<td>Asahi Super Dry was launched. With the launch of Japan’s first dry beer, Asahi unleashed a revolution in the beer industry.</td>
</tr>
<tr>
<td>1987</td>
<td>Asahi celebrated its 100th anniversary. The corporation was renamed. (The English name did not change)</td>
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</tbody>
</table>

The Asahi Group has been setting itself new challenges ever since day one. The first such challenge was to develop an authentic Japanese beer. This was followed by the launch of Japan’s first canned beer and the expansion of the Group’s soft drink brands. Even after the launch of Asahi Super Dry, which drastically boosted the Company’s market share, the Asahi Group continued to strive, working on various innovations throughout the entire value chain process ranging from R&D to sales. Furthermore, as the domestic beer market matured during the latter half of the 1990s, the Company broadened its business portfolio through the promotion of new brands.
of M&As including overseas business expansion. Based on the Asahi Group’s long fostered corporate culture of taking on the challenge of innovation, the Company will continue to take on new challenges towards the establishment of a new foundation for future growth.

### Conquering the Beer Market

- **1992**
  Asahi Beer Food, Ltd., now Asahi Food & Healthcare Co., Ltd., was established.

- **1994**
  Asahi made its full-scale entry into the Chinese market. Asahi acquired shares in Hangzhou Xihu Beer Asahi Co., Ltd. and acquired management rights in Beijing Beer Asahi Co., Ltd. and Yantai Beer Tsingtao Asahi Co., Ltd.

- **1996**
  Asahi commenced the export and sales of Asahi Super Dry to the U.K.

- **1997**
  Shenzhen Tsingtao Beer Asahi Co., Ltd. was established jointly with Tsingtao Brewery Co., Ltd. and others in China.

- **1998**
  Asahi gained the leading market share. With the huge success of Asahi Super Dry, Asahi achieved the leading market share in beer sales in Japan*.

### Progress in Group Management

- **2001**
  Asahi acquired a 100% stake in Nikka Whisky Co., Ltd.

- **2001**
  Asahi claimed the No. 1 share in the Japanese beer/happoshu market*.

- **2002**
  Asahi acquired alcohol beverages businesses of Kyowa Hakko Kogyo Co., Ltd., and Asahi Kasei Corporation.

- **2004**
  Asahi established a soft drinks joint venture with Tingyi (Cayman Islands) Holding Corp., China’s leading packaged food company.

- **2005**
  Asahi acquired the stock of LB Co., Ltd. (Saitama) and LB Co., Ltd. (Nagoya).

- **2006**
  Asahi acquired the stock of Japan’s largest baby food maker, Wakodo Co., Ltd.

- **2007**
  Asahi formed a business and capital alliance with Kagome Co., Ltd.

- **2008**
  Asahi acquired the stock of a leading freeze-dried food company, Amano Jitsugyo Co., Ltd.

### Towards Establishing New Foundation for Growth

- **2009**
  Asahi acquired the stock of China’s No. 2 beer company, Tsingtao Brewery Co., Ltd.

- **2009**
  Asahi made its full-fledged entry into the Oceanian market. Asahi acquired the entire stock of Australia’s No. 2 soft drinks company, Schweppes Australia.

- **2011**
  Asahi became a pure holding company, changing its company name to Asahi Group Holdings, Ltd. from its former name “Asahi Breweries, Ltd.”

- **2011**
  Asahi made its full-fledged entry into the soft drinks market in Southeast Asia. Asahi acquired all the issued shares of Permarsh Sdn. Bhd. in 2011 and established joint venture companies with Indonesia’s largest food manufacturer, PT Indofood Sukes Makmur Tbk, in 2012. Asahi expanded its business base through these active investments for growth.

- **2012**
  Asahi acquired all the issued shares of Calpis Co., Ltd.

### Changes in net sales

- **1990**
  ¥0

- **2000**
  ¥1 trillion

- **2010**
  ¥2 trillion

Note: Beer market share based on statistical data on taxable shipment volume from Japan’s top five beer companies.