

**~Asahi Group’s initiatives included among “Good Practices”~
International Alliance for Responsible Drinking (IARD)*1,
an alliance of the world’s leading alcohol beverage producers,
publishes progress report**

Asahi Group Holdings, Ltd.

On September 10, 2018, the International Alliance for Responsible Drinking (IARD), an alliance of the world’s leading producers of alcohol beverages, published a report summarizing the progress made over the past five years in its initiatives to prevent harmful drinking and strengthen voluntary industry standards. The report presents the progress and results of activities promoted in countries around the world by IARD members—the world’s 11 leading producers of alcohol beverages, including the Asahi Group.



The report introduces the initiatives taken by the alliance and its member companies that are deemed to be good practices. The report highlights the following efforts being made by Asahi Group companies.

- Asahi Breweries’s efforts to raise awareness about the harms of underage drinking (on p8)
- Asahi Europe and the Asahi Breweries Europe Group’s efforts to strengthen codes of “responsible marketing policy” (on p13)
- Asahi Breweries Europe Group’s efforts to promote alcohol-free pregnancies (on p17)

The IARD signatory companies have continually strengthened their efforts, including through collaborations with industry organizations and the formation of public-private partnerships, to realize the five "Producers' Commitments"^{*2} set forth 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 11 leading producers of beer, wine, and spirits.

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

*2: 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's progress report "Producers' Commitments"**
<http://www.iard.org/wp-content/uploads/2018/09/Producers-Commitments-FULL-REPORT.pdf>
- **Asahi Breweries "What would you do? What could happen?—Learn about alcohol beverages (Educational tool to prevent underage drinking)" (Japanese only)**
https://www.asahibeer.co.jp/csr/tekisei/effort_books.html
- **Asahi Europe "Responsible marketing policy"**
<https://www.asahibeer.eu/wp-content/uploads/2018/02/AEL-Responsible-Marketing-Policy-1.pdf>
- **Asahi Breweries Europe Group "Policy on Commercial Communications"**
http://www.asahibreweries.eu/documents/Corporate_Policies/Compliance/POCC.pdf