Nov. 13th, 2025

Asahi Group Sales Performance Overview (Oct. 2025)

Asahi Group Holdings, Ltd.

Due to the system disruption caused by the cyberattack that occurred on September 29, Asahi Group Holdings has postponed the disclosure of sales performance for its operating companies in Japan since September. We plan to announce the figures promptly once the systems are fully restored. In the meantime, we would like to provide the following overview for October (including September), based on the data compiled as of today.

■ Asahi Breweries

- Shipments resumed on October 2, mainly for core products such as *Asahi Super Dry*. As a result, the preliminary revenue for October reached over 90% YoY.
- Products representing about 80% of normal revenue resumed shipments in October.
- The preliminary revenue for September was slightly above the previous year.

■ Asahi Soft Drinks

- Shipments resumed on October 3 for selected core products. Consequently, the preliminary revenue for October was around 60% YoY.
- As the range of shipped products has been gradually expanded, the preliminary revenue for the final week of October reached around 80% YoY, showing a recovery trend.
- The preliminary revenue for September was roughly in line with the previous year.

■ Asahi Group Foods

- Shipments resumed gradually from October 2 for selected products, resulting in preliminary revenue for October exceeding 70% YoY.
- Shipments have been prioritized for product categories with high social demand, such as infant formula and baby food.
- As the range of shipped products has been progressively expanded, revenue is showing a recovery trend.
- The preliminary revenue for September was over 90% YoY.

At present, Asahi Breweries, Asahi Soft Drinks, and Asahi Group Foods continue to handle order-taking and shipping operations manually, and therefore we regret having to impose certain operational restrictions.

We sincerely apologize to customers who have not yet received our products or are experiencing limited product availability. We are making every effort to restore normal shipping operations as quickly as possible.

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