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FOR IMMEDIATE RELEASE

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Securities Code: 2502
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Announcement Regarding Changes in Regional Headquarters Structure

Asahi Group Holdings, Ltd. (the "Company") announces changes to its Regional Headquarters (RHQ) structure effective April 1, 2025, to strengthen group governance and maximize corporate value.

1. Purpose and Overview

As of April 1, 2025, Asahi Group will shift from a four RHQ structure, covering Japan, Europe, Oceania, and Southeast Asia, to a three RHQ (3RHQ) structure. This change integrates the Oceania and Southeast Asia RHQs, enhancing efficiency and strategic focus in the following areas:

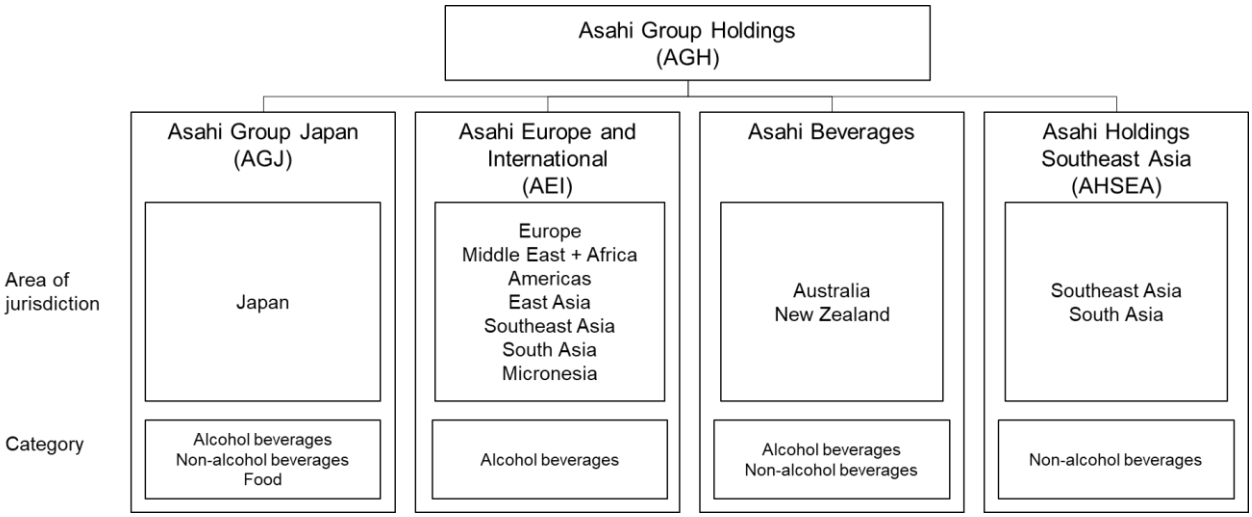
- Business Integration in Southeast Asia and Oceania: The non-alcohol beverage operations currently under Asahi Holdings Southeast Asia Sdn. Bhd. will be integrated with Asahi Beverages Pty. Ltd. Additionally, Asahi Europe and International, Ltd. ("AEI") will transfer its alcohol beverage businesses in Southeast Asia and South Asia to Asahi Beverages Pty. Ltd.
- East Asia Alcohol Beverage Integration: The East Asia alcohol beverage business managed by AEI will be integrated into Asahi Group Japan, Ltd. ("AGJ") to leverage AGJ's established brand strengths, product development expertise, and supply chain network.

These organizational changes aim to strengthen its multi-beverage strategy by integrating its alcohol and non-alcohol beverage operations across Oceania, Southeast Asia, and South Asia. In East Asia, the Company will enhance its alcohol beverage business' competitive advantage by capitalizing on AGJ's established brand power and operational synergies.

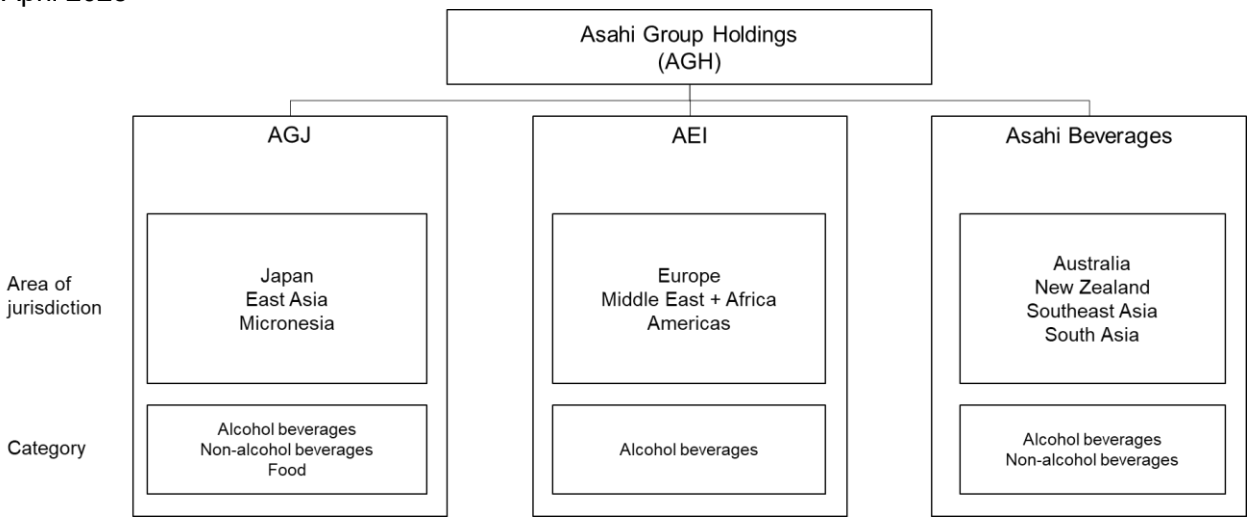
In April 2024, the Company has also redesigned its executive management structure, introducing Group CxOs and refining the roles of existing CxOs. Now, each RHQ CEO actively participates in overall group management, fostering a more efficient governance structure. This integration of the RHQ structure aims to reinforce group governance and maximize Asahi Group's corporate value, elevating it beyond the sum value of each individual businesses.

2. Group Structure (planned)

Current structure



April 2025



※In Central Asia, AEI will continue to manage Alcohol beverage business and Asahi Beverages will manage Non-alcohol beverage business.

3. Impact on the Asahi Group's financial performance

The scheduled reorganization will have no impact on the Group's financial results for the fiscal year ending December 31, 2024. The forecast for the fiscal year ending December 31, 2025 will be announced at the time of the announcement of financial results for the fiscal year ending December 31, 2024, which is scheduled in February, 2025. Forecast business performance by segment after the implementation of the new structure will be announced as soon as they are determined.

Atsushi Katsuki, President & Group CEO, at Asahi Group Holdings, Ltd., commented:

At the Asahi Group, we believe in continuous innovation and growth. It is with this spirit that we've decided to transform the Regional Headquarters structure of our group, with the aim to accelerate growth and maximize corporate value across the entire group, above and beyond the sum of each business. This change follows the transformation of the Company management structure we initiated earlier this year.

As we embark on this transformation journey, we stand on the cusp of a major shift – one that will serve as a powerful catalyst to accelerate the progress we've worked so hard to achieve through our multi-beverage strategy, premiumization, and global brand expansion. This change will give rise to a more efficient and agile governance model within the Asahi Group, bolster our competitive advantage in the local markets, and step change our presence in global markets.

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