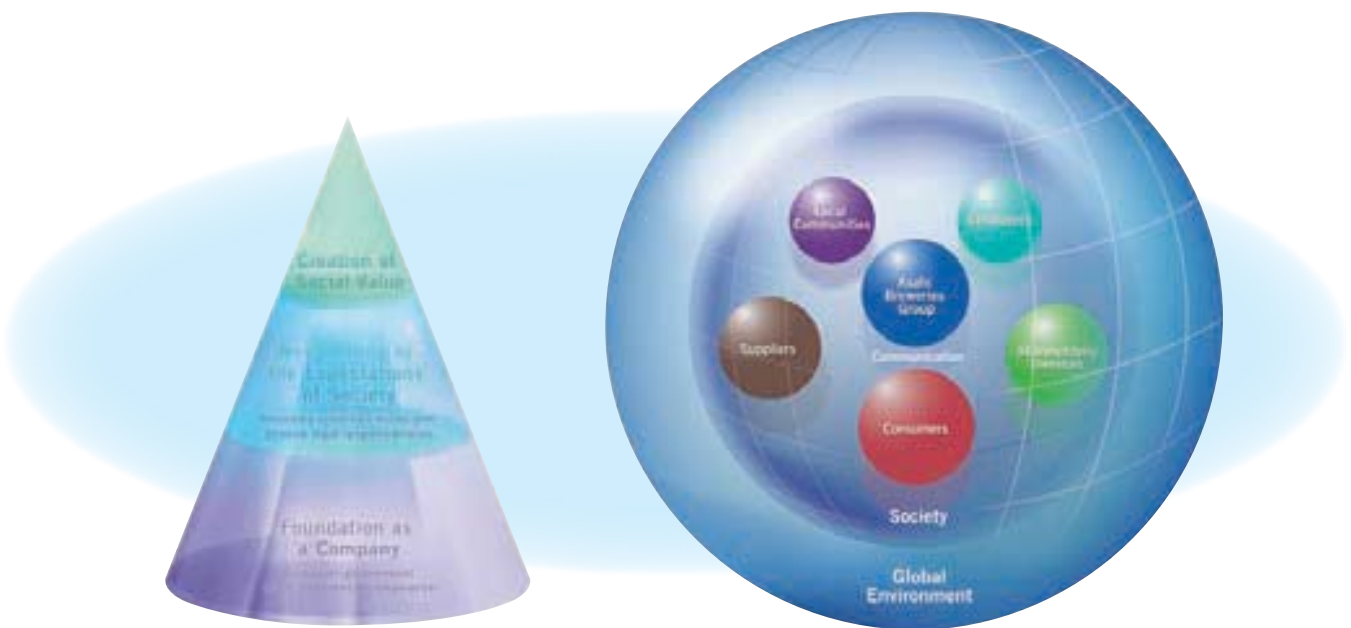


Corporate Social Responsibility (CSR)

The Asahi Breweries Group and CSR

The Asahi Breweries Group is committed to striving to transform the bounty of nature into the “Kando” of food while becoming a trusted company with global quality. Guided by this approach, we conduct corporate activities in ways that uphold our corporate philosophy of pursuing customer satisfaction. In all business activities worldwide, we are determined to meet our social responsibility as a corporate citizen through environmentally and socially conscious business actions. At the same time, we strive to create social value, and work to promote the sustainable development of both society and the Asahi Breweries Group.



CSR Policy of the Asahi Breweries Group (Drafted January 2010)

The Asahi Breweries Group, through its business activities worldwide, is committed to contributing to the development of a sustainable society.

In addition to strict compliance with all relevant laws and rules in the countries and regions where the Group operates, we voluntarily and vigorously promote activities designed to fulfill our social responsibility from a global perspective.

Beyond these actions, we strive through the creation of new social value to deliver enjoyment in ways that people across the globe can partake in.

With this goal in mind, we work together with those around us to consider our best course to achieving this end, followed by appropriate action.

Formulation of the Asahi Breweries Group Environmental Vision 2020

In March 2010, the Asahi Breweries Group formulated Environmental Vision 2020 to strengthen environmental preservation activities throughout the Group. In order to realize a sustainable society for the future, the Group will place importance on working to reduce the environmental burden of its production and business activities and value its relationships with the individuals in society, including the next generation. With this goal in view, the Group as a whole will promote initiatives to preserve the environment.

**Asahi Breweries Group
Environmental Vision 2020**

Bringing the Best of Nature to Tomorrow

The business of the Asahi Breweries Group revolves around harnessing water, grains, and other natural resources. When the global environment and human society are sustainable, we can deliver safe and reliable products to our customers.

Companies and consumers alike need to respond quickly and concretely to the current global environmental changes. It is the common mission of the human race to build a society that can coexist with the global environment.

To contribute to the realization of a sustainable society, the Asahi Breweries Group will actively work to address environmental issues, based on the four themes of building a low-carbon society, building a recycling-oriented society, preserving biodiversity, and raising awareness of the bounties of nature.



Protect the Bounties of Nature
Preserve biodiversity



Recycle Resources
Build a recycling-oriented society

Four Themes

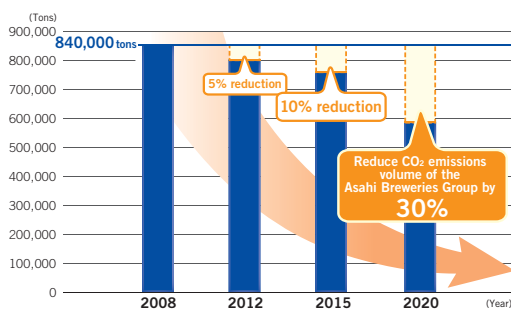


Reduce CO₂
Build a low-carbon society



Communicate the Importance of Nature
Raise awareness of the bounties of nature

CO₂ EMISSIONS VOLUME OF THE ASAHI BREWERIES GROUP

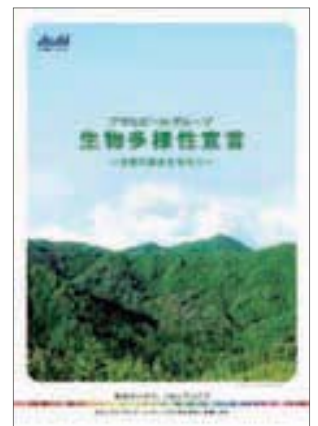


The Asahi Breweries Group Statement on Biodiversity

In its business activities, the Asahi Breweries Group makes use of water, grains, and other natural resources. As such, the Group has formulated the Statement on Biodiversity, designed to respect biodiversity and protect the bounties of nature so that we can pass them on to the next generation. Under this declaration, we will act in a biodiversity-conscious manner based on the three core policies of protecting the natural environments where plants and animals live, valuing the bounties of nature, and working together with people around the world.

In formulating this statement the Asahi Breweries Group established a Biodiversity Committee. The committee evaluated the ways in which the Group shares and applies knowledge related to biodiversity, and considered what path the Group should take going forward. After further verification from experts and relevant third parties, the Group as a whole will promote activities that take biodiversity into account.

In addition, four Group companies—Asahi Breweries, Ltd., Asahi Soft Drinks Co., Ltd., Asahi Food & Healthcare Co., Ltd. and Wakodo Co., Ltd.—have launched a joint project for product development that takes into account the environments and connections between living things.



Social Contribution

“Refreshingly Sustainable” Project

Leveraging the sales scope of *Asahi Super Dry*, a beer brand that has sold over 100 million cases*¹, Asahi Breweries, Ltd. has been developing its “Refreshingly Sustainable” Project as a unique social contribution activity since 2009. Promoted in each of Japan’s 47 prefectures, the project donates ¥1 for each eligible item*² sold in each prefecture to the protection and preservation of the local environment and cultural treasures.

The project was implemented twice, in the spring and in the fall of 2009. The initial spring campaign netted ¥219,792,528 in donations nationwide. For the fall campaign, this figure was ¥460,952,200, resulting in a grand total of more than ¥680,744,728 in donations for the entire year.

Asahi Breweries will run the project twice again in the spring and fall of 2010, and plans to continue in 2011 as well. In conjunction with the campaign, Asahi Breweries actively encourages employees to volunteer locally as part of ongoing efforts to contribute to the community through its business activities.

*¹ One case is equivalent to 20 bottles (633ml each).

*² Initial campaign: 500ml and 350ml cans; Second campaign: 500ml and 350ml cans and large (633ml) and medium (500ml) bottles.



	Total Donation
First Project	¥219,792,528
Second Project	¥460,952,200

Appropriate Drinking Habits

Since ancient times, alcoholic beverages have been produced around the world as a cultural asset that brings delight and pleasure into daily life. At the same time, however, inappropriate drinking habits are associated with a number of social problems.

The Asahi Breweries Group believes it is our serious responsibility as an alcoholic beverage maker to lead the way in solving these problems. In 2004, this commitment culminated in the drafting of The Asahi Breweries Group’s Basic Philosophy for Promotion of Moderate & Responsible Drinking. Based on this philosophy, we are developing alliances within the industry to prevent problems associated with improper drinking habits such as underage drinking, drunk driving, drinking during pregnancy, and binge drinking, in addition to taking steps Group-wide to raise awareness against improper drinking.

In 2009, Asahi continued its participation in the “STOP! Underage Drinking” campaign run by the Brewers Association of Japan, promoting awareness among both adults and minors. In addition, Asahi Breweries has created a pamphlet distributed free of charge each year in April to incoming college students in Japan. The company has also created a free educational tool for primary school students. In 2009, the tool won the Outstanding Performance Award in the Printed Material Division of the 7th Consumer Education Material Recognition held by the National Institute on Consumer Education.

