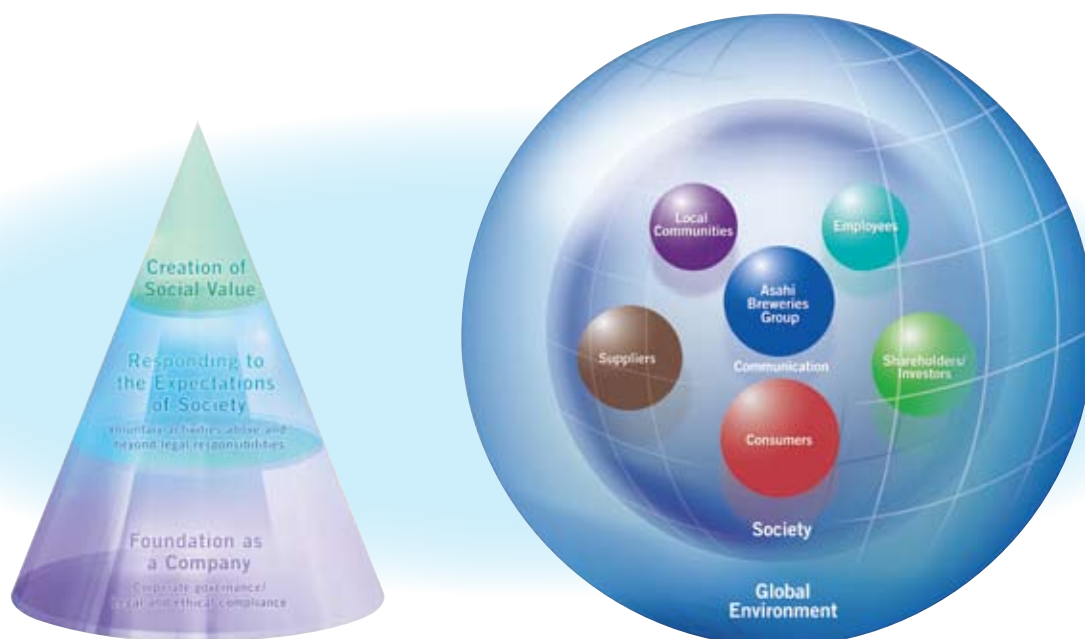


Corporate Social Responsibility (CSR)

The Asahi Group and CSR

The Asahi Group is committed to transforming 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 actions. At the same time, we strive to create social value, and work to promote the sustainable development of both society and the Asahi Group.



CSR Policy of the Asahi Group (Drafted January 2010)

The Asahi 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.

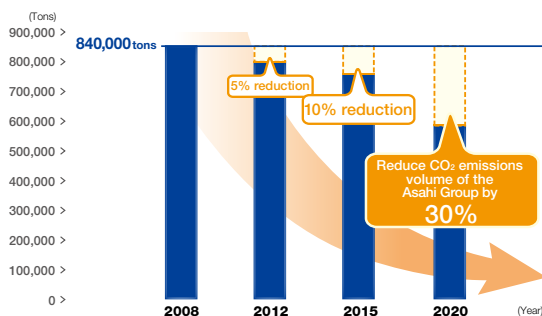
With this goal in mind, we work together with those around us to consider our best course to achieving this end, followed by appropriate action.

Formulation of the Asahi Group Environmental Vision 2020

In March 2010, the Asahi Group formulated Environmental Vision 2020 to strengthen environmental preservation activities throughout the Group. In order to realize a sustainable society for the future, we will focus on reducing the environmental burden of our production and business activities and on valuing our 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 Group CO₂ Emissions



Environmental Policies Guiding Activities in 2011

The Asahi Group's environmental preservation activities in 2011 are centered around the following three policies:

- Promote concrete activities under the Asahi Group Environmental Vision 2020
- Strengthen efforts to preserve biodiversity
- Publicize the 70th anniversary of the Asahi Forest during the “International Year of Forests” in 2011.

Promote Concrete Activities under the Asahi Group Environmental Vision 2020

Under its Environmental Vision 2020, the Group aims to reduce CO₂ emissions by 30% compared to 2008 at all business locations by 2020. In line with this target, we will continue our efforts to reduce CO₂ emissions at all divisions Group-wide.

Strengthen Efforts to Preserve Biodiversity

The Asahi Group is working together to develop products created with biodiversity expressly in mind, such as Organic Premium (see next page).

Publicize the 70th Anniversary of Asahi Forest

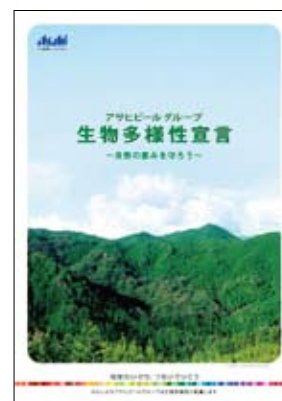
The United Nations has designated 2011 as the “International Year of Forests.” The year also coincides with the 70th anniversary of one of the Group's treasured environmental assets, the Asahi Forest. In this commemorative year, we will pursue new environmental education and awareness-raising activities that revolve around Asahi Forest. From summer holiday season in 2011, Asahi will commence an environmental education program in the forest for parents and children, the “Asahi Forest Nature School.”

Initiatives for Protection of Biodiversity

In its business activities, the Asahi Group makes use of water, grains, and other natural resources. As such, we have 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. This statement contains three core policies: protecting the natural environments where plants and animals live, valuing the bounties of nature, and working together with people around the world.

Going forward, the Asahi Group will continue to promote sharing of specific biodiversity-conscious business activities throughout the entire Group.

* For details, refer to the pamphlet "The Asahi Group Statement on Biodiversity."



Examples of Key Initiatives

September

Launch of Organic Premium

The Group began sales by mail order only of *Organic Premium*, a line of products made exclusively from organically grown malt and hops, selling a total of 8,000 sets.



October

Exhibit in the Interactive Fair for Biodiversity

Held in conjunction with COP 10, the Interactive Fair for Biodiversity is an international exhibition on the theme of biodiversity. The Group participated in the fair, and offered special limited sales of *Organic Premium* products at food and drink booths at the site.



December

Exhibit at Eco-Products 2010

The Group hosted an exhibit at Eco-Products 2010, Japan's largest environmental exhibition. The exhibit booth introduced visitors to biodiversity initiatives taken by Group companies, as well as to uses for wood produced from our Asahi Forest.



Others

Initiatives with the COP 10 CBD Promotion Committee

As part of the "Refreshingly Sustainable" project* in Nagoya, Aichi Prefecture, the Group presented donations to the COP 10 CBD Promotion Committee and other entities. The funds are used to help promote deeper understanding of biodiversity. In total more than ¥38 million has been donated over the first three iterations of the project.

* Promoted in each of Japan's 47 prefectures, the project donates ¥1 for each eligible *Asahi Super Dry* brand product sold in each prefecture to the protection and preservation of the local environment and cultural treasures.

Sponsorship of Special Symposium "Saving the Bounties of Nature for Tomorrow"

To commemorate the International Year for Biodiversity designated by the United Nations, the Group held an environmental culture lecture in the form of a special symposium called, "Saving the Bounties of Nature for Tomorrow." The symposium was held in April and July, 2010, in Kyoto and Tokyo respectively. Both events hosted invited experts who spoke on biodiversity, and included various lectures and panel discussions.