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FOR IMMEDIATE RELEASE

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Securities Code: 2502
Stock Listings: Tokyo Stock Exchange, Prime Market
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Business Progress Update in View of Delayed FY2025 Q3 Results Announcement

Following the system disruption caused by a cyberattack on September 29, 2025, Asahi Group Holdings, Ltd. (the “Company”) delayed the announcement of its corporate results for the third quarter of fiscal 2025, originally scheduled for November 12, and the date on which those results will be formally announced is yet to be determined (refer to simultaneous disclosure of “Notice Regarding Postponement of Disclosure of Financial Results for the Fiscal Year Ending December 31, 2025” also dated November 27, 2025). Since the impact of the above-mentioned disruption is confined to systems managed in Japan, the Company is providing this progress report for its Europe and Asia Pacific segments through the end of September 2025 that focuses primarily on revenue performance.

The fiscal 2025 third-quarter results, full-year results, and information relating to the impact of system disruption on overall corporate performance will be disclosed as soon as possible once the systems have been restored and the relevant data confirmed.

Progress Report and Full-year Outlook for Each Business Segment (Constant currency basis)

Europe

Revenue from the Europe segment contracted by 3.0% year on year in the first nine months of fiscal 2025 (January to September 2025). While unit sales prices increased moderately, overall revenue declined due to a sluggish consumption environment and unseasonable weather during the peak sales period in Central and Eastern Europe, which adversely impacted sales volumes in Poland, the Czech Republic, and other markets.

While the revenue result was lower than anticipated, Core Operating Profit is performing roughly to plan driven by an improved product and price mix and lower variable and fixed costs. The Company will continue to strategically invest in its brand portfolio and aim to achieve the planned level of full-year Core Operating Profit.

Furthermore, sales volume growth (approximate values including regions outside Europe) for the Company’s global brands outside their home markets is accelerating, with *Asahi Super Dry* sales volume increasing by approximately 13% year on year and *Peroni Nastro Azzurro* sales volume rising by roughly 5% year on year over the nine-month period.

Asia Pacific

Revenue from the Asia Pacific segment increased by 3.1% year on year in the nine months through September 2025.

Despite the fact that revenue from the Alcohol Beverages Business in Oceania declined mainly due to soft market conditions, overall revenue expanded following a year-on-year increase in revenue from the Non-alcohol Beverages Business in Oceania and Southeast Asia.

The overall revenue figure was slightly lower than planned mainly due to the delayed recovery in the broader market. However, Core Operating Profit performed largely to plan, driven by an improved product and price mix and lower raw materials costs. Looking ahead, the Company will aim to achieve its current full-year target for Core Operating Profit by executing appropriate marketing for the upcoming peak sales period to initiate a stronger recovery in demand and thus improve unit sales prices, while also pursuing greater cost efficiencies.

Japan and East Asia

The Company is unable to determine accurate revenue and Core Operating Profit data for the Japan & East Asia segment for the January through September 2025 period due to the system disruption experienced since September 29. However, an October overview for core Japanese operating companies (which also includes a general summary for the month of September) was published in the Asahi Group Sales Performance Overview for October 2025 dated November 13.

Reference: Sales Data for Three Core Operating Companies in Japan for the Month of October

- Asahi Breweries : Over 90% of previous year's total
- Asahi Soft Drinks : Roughly 60% of previous year's total
- Asahi Group Foods : Over 70% of previous year's total

■ Comment from Company President and Group CEO Atsushi Katsuki

I would first like to apologize for the inconvenience that the disruption to our systems has caused to many of our stakeholders.

Core Operating Profit from the Japan & East Asia segment is being negatively impacted by the system disruptions to a certain degree, while profit performance in the Europe and Asia Pacific segments remains largely in line with plan. We cannot avoid this short-term impact on our Japan operations, but we remain confident that our strong fundamentals, underpinned by a robust brand portfolio, are resilient and will prevail. Furthermore, the reinstatement of various systems is progressing steadily, so we do not intend to amend our medium- to long-term management policy as a result of this system disruption. We remain determined to rigorously strengthen our business portfolio and are continuing to work on measures to improve capital efficiency, including the current share buybacks, as part of our ultimate aim to increase corporate value over the medium to long term.

We kindly ask for and sincerely appreciate your continued support.

The reference material titled "Investigation Results and Future Measures on Cyberattack Data Exposure" is attached on the following pages.

Investigation Results and Future Measures on Cyberattack Data Exposure

(Tokyo, Japan - November 27, 2025) - Asahi Group Holdings, Ltd. has been providing updates since September 29 regarding the system disruption caused by a cyberattack.

In collaboration with external cybersecurity experts, we have been conducting an investigation into the sequence of events that lead to the system disruption caused by the cyberattack, its root cause, and the potential exposure of information. The scope and details of the investigation completed at this stage are outlined below. Based on the findings, those whose information has been confirmed as exposed, as well as those who may be at risk, will be notified in due course. On November 26, we submitted a final report to the Personal Information Protection Commission.

1. Overview of the Incident

- At approximately 7:00 a.m. JST on September 29, a disruption occurred in our company's system, and the subsequent investigation confirmed the presence of encrypted files.
- Later that same day, at approximately 11:00 a.m. JST, we disconnected the network and implemented measures to isolate the data center to minimize the impact.
- The investigation revealed that the attacker gained unauthorized access to the data center network through network equipment located at our Group's site. Ransomware was deployed simultaneously, encrypting data on multiple active servers and some PC devices connected to the network.
- While investigating the extent and details of the impact, focusing on the systems targeted in the attack, we identified that some data from company-issued PCs provided to employees had been exposed.
- There is a possibility that personal information stored on servers in the data center may have been exposed. We have not confirmed any instance of this data being published on the internet.
- The impact of the attack on our systems is limited to those managed in Japan.

2. Personal information that has been or may have been exposed (as of November 27)

Affected parties:	Description:	Count
Those who contacted the Customer Service Centers of Asahi Breweries, Asahi Soft Drinks, and Asahi Group Foods	Name, gender, address, phone number, email address	1,525,000
External contacts to whom we have sent congratulatory or condolence telegrams	Name, address, phone number	114,000
Employees (including retirees)	Name, date of birth, gender, address, phone number, email address, other	107,000
Family members of employees (including retirees)	Name, date of birth, gender	168,000

*Credit card information is not included.

*Not all of the information listed under 'Description' is included in each individual record.

3. Dedicated contact point for inquiries regarding personal information

Phone: 0120-235-923 (Available 9:00–17:00 JST, excluding weekends and public holidays)

4. System restoration

- Following the cyberattack, we spent approximately two months containing the ransomware attack, restoring systems, and enhancing security to prevent recurrence.
- Following forensic investigation by external experts—which include a detailed analysis to identify the causes and pathways of unauthorized access or virus infections on computers and networks—along with integrity checks and additional security measures, we will proceed with the phased restoration of systems and devices confirmed to be secure.
- We will continue to monitor, make improvements, and implement enhanced security measures to prevent recurrence and ensure safe operations.

5. Preventive measures

- Communication routes and network controls will be redesigned, and connection restrictions will be further tightened.
- Connections to external parties via the internet—including email and web applications—will be limited to secure zones, strengthening the overall resilience of the system.
- The security monitoring system will be revised to enhance the precision of threat detection.
- Backup strategies and BCP plans will be redesigned and updated to ensure rapid recovery in the event of an emergency.
- Security standards will be continuously reviewed, and organizational security governance will be strengthened by regularly conducting more effective employee training and external audits.

Comments from Atsushi Katsuki, President and Group CEO:

"I would like to sincerely apologize for any difficulties caused to our stakeholders by the recent system disruption.

We are making every effort to achieve full system restoration as quickly as possible, while implementing measures to prevent recurrence and strengthening information security across the Group.

Regarding product supply, shipments are resuming in stages as system recovery progresses. We apologize for the continued inconvenience and appreciate your understanding."

Related Releases

September 29 [Notice of System Failure Due to Cyberattack](#)

October 3 [Update on System Disruption Due to Cyberattack \(2nd\)](#)

October 8 [Update on System Disruption Due to Cyberattack \(3rd\)](#)

October 14 [Update on System Disruption Due to Cyberattack \(4th\)](#)

For further information, please contact:

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