(Securities Code: 2502)

CONVOCATION NOTICE OF THE EXTRAORDINARY GENERAL MEETING OF SHAREHOLDERS

Atsushi Katsuki
Director,
President and Representative Executive Officer,
Group CEO
ASAHI GROUP HOLDINGS, LTD.
23-1, Azumabashi 1-chome, Sumida-ku, Tokyo

August 19, 2026

Due to the impact of the system disruption resulting from the cyberattack that occurred in September 2025, we have been unable to report to our shareholders the “Business Report,” “Consolidated Financial Statements,” “Non-Consolidated Financial Statements,” “Audit Report of Independent Accounting Auditor,” and “Audit Report of the Audit Committee.” Therefore, we will hold an Extraordinary General Meeting of Shareholders as detailed below to provide these reports.

I would like to invite all our shareholders to attend the meeting.

We request that shareholders who are not attending the meeting on site watch the live stream via the internet.

1 DATE AND TIME	**September 9 (Wednesday), 2026, at 10:00 a.m. (JST)** (Reception start time: 9:00 a.m.) * Please note that the time of the meeting and the reception start time are different from those of the previous meeting (the 102nd Annual General Meeting of Shareholders held on March 24, 2026).
2 VENUE	**Event Hall, 1st floor, Bellesalle Shinjuku Grand,** **17-3, Nishishinjuku 8-chome, Shinjuku-ku, Tokyo** * Please note that the venue is different from the previous meeting (the 102nd Annual General Meeting of Shareholders held on March 24, 2026). * When attending the meeting in person, please bring the “Attendance Card” sent together with this document.
3 AGENDA	**Items to be reported:** Business Report, Consolidated Financial Statements, Non-Consolidated Financial Statements and Reports of the audit results of the consolidated financial statements by the Independent Accounting Auditor and the Audit Committee for the 102nd term (from January 1, 2025 to December 31, 2025).
4 LIVE STREAM	**URL** **https://meetings.lumiconnect.com/700-598-997-882** * For details, please see “Guide to the Live Stream Viewing and Shareholder Questionnaire” on pages 7 and 8 of this document.

There will be no provision of gifts at the General Meeting.

English Translation of Original Japanese
This is a translation of the original notice in Japanese. In the event of any discrepancy, the original notice in Japanese shall prevail.

DEAR SHAREHOLDERS

We sincerely apologize to our shareholders for the significant inconvenience and concern caused by the system disruption and exposure of information resulting from the cyberattack on September 29, 2025, as well as the substantial delay in the disclosure of our financial results for the 102nd term, which was finally made on July 8 of this year.

Regarding the earnings for the 102nd term, revenue fell below the previous year due to the impact of the system disruption caused by the cyberattack on our Japanese business. Additionally, profits were also below the previous year due to the decreased revenue, an unexpected surge in raw material costs, and incurrence of impairment losses and expenses related to the cyberattack.

The impact of the system disruption in the fourth quarter of the previous year significantly reduced sales in our Japanese business, and this impact has continued into this year. However, thanks to the company-wide promotion of the recovery strategy, the situation of the Japanese business from January to May of this year shows that Asahi Breweries Ltd.'s beer sales amounted to 98%, Asahi Soft Drinks Co., Ltd.'s sales volume was 90%, and Asahi Group Foods, Ltd.'s sales amounted to 101% compared to the previous year.

We will continue to make every effort to achieve a swift recovery of our Japanese business.

Regarding the prevention of recurrence of cyberattack damages, technical enhancements are already underway. Based on the recurrence prevention measures announced on February 18 of this year, we are shifting to a system based on continuous monitoring and improvement, while also strengthening our system to minimize the impact in the event of an emergency. These efforts have been progressing as planned so far, and we believe that safety and resilience have been achieved at this point. Moving forward, we will continue to focus on a system and operations that emphasize safety and reliability, and we will engage in ongoing efforts to adapt to changes in the environment and threats, addressing recurrence prevention from both technical and governance perspectives.

We would like to ask that our shareholders continue to give us their unwavering support.

BUSINESS HIGHLIGHTS

[Consolidated earnings[*1] for the 102nd term (from January 1, 2025 to December 31, 2025)]

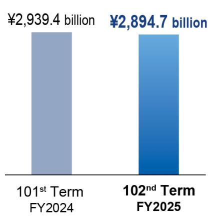
Regarding the global economy during this fiscal year, in the U.S. consumer spending remained steady and corporate investment activities were robust. In Europe, the economy showed signs of a gradual recovery, supported by consumer spending. In Japan, improvements in the employment and income environment led to a gradual recovery in consumer spending, maintaining overall solid economic growth.

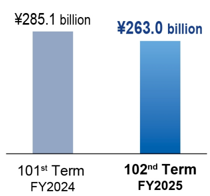
Under these circumstances, the Asahi Group worked to enhance its business portfolio and promote core strategies such as integrating sustainability and management based on the "Medium-to Long-Term Management Policy." We also strengthened initiatives aimed at sustainable growth and enhancing corporate value, including improving capital efficiency and reducing capital costs. Additionally, we promoted the premium strategy and multi-beverage strategy, while sharing accumulated resources, best practices, and management strengths across regions to create value that exceeds the sum of individual businesses.

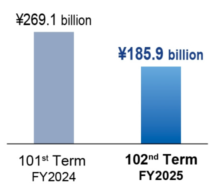
On the other hand, due to the cyberattack on September 29, 2025, systems related to orders and shipments in Japan were halted, restricting product supply, resulting in significant revenue and profit declines in the fourth quarter. It should be noted that the impact of this system disruption was limited to systems managed in Japan, with no effect on the performance in Europe and Asia Pacific.

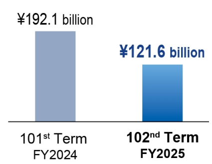
As a result, consolidated earnings for the 102nd term are as follows.

Revenue	Core operating profit[*2]	Operating profit	Profit attributable to owners of parent
¥2,894.7 billion	**¥263.0 billion**	**¥185.9 billion**	**¥121.6 billion**
down 1.5% YoY*	down 7.8% YoY	down 30.9% YoY	down 36.7% YoY





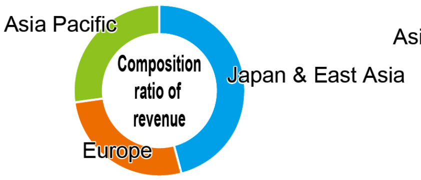


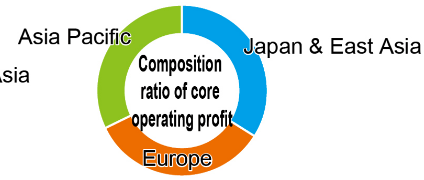


* YoY: Year on Year

[Financial results by segment for the 102nd term (from January 1, 2025 to December 31, 2025)]

Japan & East Asia	Europe	Asia Pacific
Revenue **¥1,327.2** billion	Revenue **¥768.2** billion	Revenue **¥783.2** billion
Down 3.7% YoY ↘	Up 0.7% YoY ↗	Up 0.1% YoY ↗
Core operating profit **¥111.6** billion	Core operating profit **¥113.1** billion	Core operating profit **¥107.5** billion
Down 16.1% YoY ↘	Up 8.1% YoY ↗	Down 1.4% YoY ↘





Japan & East Asia

In Japan & East Asia, in addition to strengthening the mainstay brands in each business, we worked to expand our foundation for growth by making new value propositions, centered on the development of high-value-added products. In addition to improving profitability by creating synergies that transcend business boundaries, we strengthened the management foundation for sustainable growth by enhancing our human capital and promoting sustainability initiatives, etc.

Revenue decreased by 3.7% year-on-year to ¥1,327,191 million due mainly to the impacts of the system disruption caused by the cyberattack and pulling out of the restaurant business, despite the effects of price revisions, etc.

Core operating profit decreased by 16.1% year-on-year to ¥111,623 million due mainly to the impact of the system disruption and increased expenses related to raw materials, despite efforts to improve various cost efficiencies.

Europe

In Europe, alongside strengthening premium beers and non-alcohol adult beverages (beer taste) in major market countries, we boosted awareness of global brands by expanding and developing “Asahi Super Dry” and “Peroni Nastro Azzurro” through the use of global partnerships, etc. In addition, we further strengthened our foundation for growth by promoting sustainability initiatives and DX.

Revenue increased by 0.7% year-on-year to ¥768,192 million due to the steady performance of premium beers and global brands in various countries, as well as the impact of exchange rate fluctuations, despite a decrease in sales volume caused by adverse weather conditions, etc.

Core operating profit increased by 8.1% year-on-year to ¥113,081 million due mainly to the effects of improving sales unit prices and promoting various cost efficiencies, despite the impacts of decreased sales volume, increased labor costs, etc.

Asia Pacific

In Asia Pacific, in addition to strengthening our product portfolio with a focus on mainstay beer brands, we promoted premiumization through the development of high-value-added RTDs[*3]. We also promoted a multi-beverage strategy that leverages the strengths of our alcohol beverages and soft drinks businesses by entering growth areas in the soft drinks business. Furthermore, we further strengthened our business foundation through profit structure reforms by accelerating DX and improving supply chain efficiency, and through new value propositions that emphasize sustainability.

Revenue increased by 0.1% year-on-year to ¥783,196 million due mainly to the steady performance of mainstay brands in each country and the effects of price revisions.

Core operating profit decreased by 1.4% year-on-year to ¥107,450 million due to increased costs such as logistics and labor, as well as the impact of exchange rate fluctuations, despite efforts to improve sales unit prices and various cost efficiencies.

*1 Consolidated earnings include the businesses of “Others” such as the Korean alcohol beverage business and feedstuffs business that are not included in “Japan & East Asia,” “Europe” and “Asia Pacific” segments, as well as “adjustment” that is the elimination amount of intersegment revenue.

*2 Core operating profit is the Company's original indicator of profit, which measures the ordinary business earnings calculated by deducting cost of sales and selling, general and administrative expenses from revenue.

*3 RTD stands for Ready To Drink, which refers to a type of beverage sold in a prepared form and ready for consumption, such as canned chuhai.

Notes:

1. Asahi Group's reportable segments, which were previously "Japan," "Europe," "Oceania," and "Southeast Asia," have been changed to "Japan & East Asia," "Europe," and "Asia Pacific" from the first half of FY2025. The year-on-year comparisons for each segment are based on the figures for the previous fiscal year that have been reclassified into the new segment classification.
2. The stated amounts in the Business Highlights are the figures after truncating fractions less than the representative unit of million yen, but in other cases, the figures after rounding off fractions to the representative unit. The stated percentages are the figures after rounding off fractions to the representative unit.

PROVISION OF DOCUMENTS REGARDING THE GENERAL MEETING OF SHAREHOLDERS VIA THE INTERNET

In accordance with the provisions of laws and regulations and Article 15 of the Articles of Incorporation of the Company, documents regarding the General Meeting of Shareholders (matters subject to measures for electronic provision) will be provided via the internet (in electronic format).

Matters subject to measures for electronic provision are as set out below. Please use the following URL or QR code to access the "General Meeting of Shareholders" page on the Company's website and refer to matters subject to measures for electronic provision.

URL and QR Code for Matters Subject to Measures for Electronic Provision

https://www.asahigroup-holdings.com/ir/shareholders_guide/shareholders_meeting.html

Note: The website is in Japanese.

In the event of any corrections to matters subject to measures for electronic provision, a notification to that effect, and the corrected and pre-corrected versions of these matters will be made available via the internet on the website of the Company, and on the website for posted informational materials for the general meeting of shareholders and the website of the Tokyo Stock Exchange as shown below.

* Among matters subject to measures for electronic provision, the following matters are not provided in the documents delivered to shareholders who have requested the delivery of paper-based documents in accordance with the provisions of relevant laws and regulations and Article 15 of the Company's Articles of Incorporation. Accordingly, the documents that are delivered to shareholders who have requested the delivery of paper-based documents are part of the documents included in the scope of audits by the Audit Committee and the Independent Accounting Auditor when they create their respective audit reports.

(i) "Systems to Ensure Appropriate Execution of Duties by Directors and Executive Officers in Conformity With Laws and Regulations and the Articles of Incorporation, and Other Systems to Ensure Appropriate Business Operations" and "Basic Policy Concerning the Persons Who Control Decisions on the Company's Financial and Business Policy" in the Business Report

(ii) "Consolidated Statement of Changes in Equity" and "Notes to the Consolidated Financial Statements" of the Consolidated Financial Statements

(iii) "Non-consolidated Financial Statements"

(iv) "Independent Accounting Auditor's Report on Non-Consolidated Financial Statements"

(v) "Criteria for Independence of Outside Directors"

* Matters subject to measures for electronic provision are also available on the website for posted informational materials for the general meeting of shareholders. If you are unable to access matters subject to measures for electronic provision via the Company's website, please navigate to the website for posted informational materials for the general meeting of shareholders by using the following URL and refer to them at that location.

URL https://d.sokai.jp/2502/26364183/

Note: The website is in Japanese.

* In addition to the above, matters subject to measures for electronic provision are also available on the website of the Tokyo Stock Exchange. If you are unable to access matters subject to measures for electronic provision via the above-mentioned website, please access the Tokyo Stock Exchange "Listed Company Search" website. Enter the issue name (ASAHI GROUP HOLDINGS) or the code (2502) to search, then select "Basic information" followed by "Documents for public inspection/PR information" and refer to the "Notice of General Shareholders Meeting /Informational Materials for a General Shareholders Meeting."

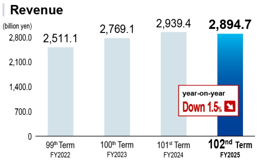
URL https://www2.jpx.co.jp/tseHpFront/JJK020010Action.do?Show=Show

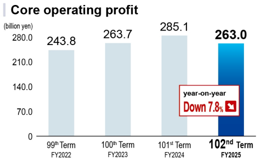
The items included in matters subject to measures for electronic provision are as follows.

Business Report

I Earnings for This Fiscal Year (Business Progress and Result)

■ Overview of Consolidated Earnings





II Management Policy (Management Perspectives)

■ Group Philosophy

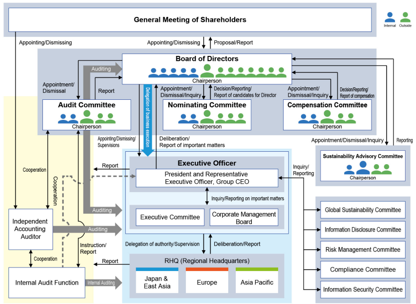
■ Specific initiatives based on the Medium- to Long-Term Management Policy (sustainability strategy)

Switching to electricity derived from renewable energy sources

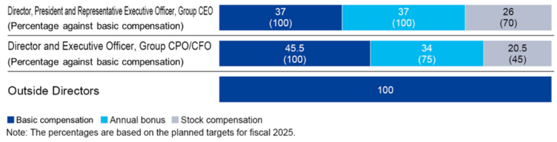
Utilizing research results on the effects of the use of non-alcohol adult beverages to suppress alcohol intake

III Corporate Governance

■ Corporate Governance System



■ Officers' Compensation



IV Risk Management

It includes information on Risk Management Measures.

V Status of Other Matters of the Asahi Group

It includes Financing Activities, Status of Capital Expenditures, Shares Outstanding, etc.

Consolidated Financial Statements and Audit Reports

It includes Consolidated Financial Statements and Audit Reports.

Note: QR Code is a registered trademark of DENSO WAVE INCORPORATED.

GUIDE TO THE LIVE STREAM VIEWING AND SHAREHOLDER QUESTIONNAIRE

The Extraordinary General Meeting of Shareholders will be live streamed, exclusive to our shareholders, as follows. In order to understand matters of interest to our shareholders and make this Extraordinary General Meeting of Shareholders more meaningful, we kindly ask for your cooperation in a survey regarding your opinions and questions.

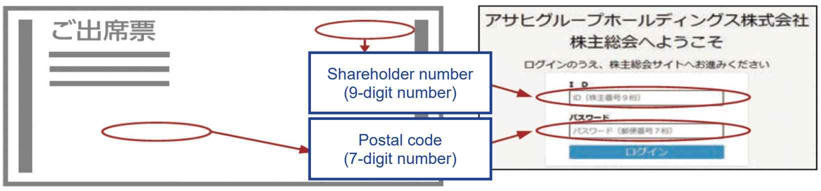
Please note that we will not be able to respond individually to each opinion or question, and we appreciate your understanding in advance.

Note: The live stream and the questionnaire are in Japanese.

<table>
<tr><td>Date and time of the live stream</td><td>September 9 (Wednesday), 2026, from 10:00 a.m. (JST)</td></tr>
<tr><td>Deadline for the questionnaire</td><td>September 1 (Tuesday), 2026, by 5:30 p.m. (JST)</td></tr>
<tr><td>Access instructions</td><td>(1) Please access the “General Meeting of Shareholders live stream website” by using the URL below or the QR code.

URL: https://meetings.lumiconnect.com/700-598-997-882
* The meeting ID is “700-598-997-882.”
* The “General Meeting of Shareholders live stream website” also serves as a survey system.

(2) Please enter the following ID and password when the screen where you can enter your ID and password appears.
ID: Shareholder number (9-digit number)
Password: Postal code registered in our shareholder directory (7-digit number without the hyphen)

■(Reference) On-screen input guidance for ID and password input.


(3) Those who wish to watch the live stream may do so after following the on-screen instructions.
For those responding to the questionnaire, please click on the “提出 (Submit)” tab and enter your answers.</td></tr>
<tr><td>Notes</td><td>● You will not be able to exercise your voting rights on the day of the Extraordinary General Meeting of Shareholders via the livestream.
● Viewers will be able to post comments (feedback and questions) during the General Meeting of Shareholders. However, these comments will not be recognized as questions at the General Meeting of Shareholders under the Companies Act.
● The live stream may not be available depending on your internet connection environment, the connection status of the live stream and other factors.
● Shareholders will bear the telecommunication charges for viewing the live stream or responding to the questionnaire.
● Please refrain from taking photos, video or audio recordings, or downloading the live stream.
● Providing your ID and password to a third party is strictly prohibited.</td></tr>
</table>

Post-meeting streaming	The video of the live stream will be available at the “Annual General Meetings of Shareholders” page on the Company’s website. Date that the video will be made available: September 10 (Thursday), 2026 (Planned) URL https://www.asahigroup-holdings.com/ir/shareholders_guide/shareholders_meeting.html

If you are unclear about IDs and passwords, please contact the following Help Desk for inquiries.

Sumitomo Mitsui Trust Bank, Limited
Virtual General Meeting of Shareholders Support Phone Number
Toll-free (within Japan): **0120-782-041** (9:00 a.m. to 5:00 p.m. (JST), excluding weekends and holidays)

Note: QR Code is a registered trademark of DENSO WAVE INCORPORATED.

Asahi
GROUP