

[Translation]

March 29, 2010

Company Name	Sapporo Holdings Limited
Representative	Takao Murakami, President and Representative Director
Securities Code	2501
Listed on	Tokyo Stock Exchange Sapporo Securities Exchange
Inquiries	Yoichi Kato Director and General Manager, Corporate Planning Department Tel: +81 3-5423-7407

Notice of Completion of Acquisition of Equity Interest in a Joint Venture Company in Vietnam

Regarding the acquisition of an equity interest in a joint venture company in Vietnam (after which such joint venture company will be a subsidiary), “Kronenbourg Vietnam Limited”, which we announced on December 10, 2009, we have changed the corporate name of such joint venture company to “Sapporo Vietnam Limited” (“SVL”) and, as of today, completed the acquisition of the equity interest in such company through a subsidiary (after which such joint venture company will be a subsidiary), and thus we hereby announce the outline.

To carry out the specific measures of “forming strategic alliances” and “promoting international expansion”, important strategies set forth in the New Management Framework of Sapporo group, we will promptly commence the export and sale of beer and the construction of a beer brewery to swiftly advance into the beer manufacturing and sales business in Vietnam.

1. Profile of SVL

- (1) Corporate Name: Sapporo Vietnam Limited
- (2) Location: Viet Hoa – Duc Hoa III Industrial Zone, Duc Lap Ha ward,
Duc Hoa District, Long An Province, Viet Nam
- (3) Title and Name of Representative: Mr. Hirofumi Kishi, General Director
- (4) Lines of Business: Production of beer, wholesale of alcoholic beverages
- (5) Capital: US\$39,000,000
- (6) Date of Foundation: February 1, 2007

(7) Ratio of equity interest

Sapporo group 65%

Vietnam National Tobacco Corporation 35%

(8) Profile of the General Director

Name: Mr. Hirofumi Kishi

Career summary

Born in 1962

1985 Joined Sapporo Breweries Limited

1999 General Manager of Engineering Department, New Kyushu Brewery

2003 Transferred to Sapporo Holdings Limited as General Manager of
Business Strategy Department

2007 General Manager of Corporate Planning Department

2010 Director of Sapporo Vietnam Project Office

2 . Future Plans

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| 2010 | Commencement of export and sale of beer
Commencement of construction of the beer brewery |
| 2011 | Operation of the beer brewery (scheduled for fall, 2011) |