Financial Results For the Year Ended December 31, 2007—Consolidated

February 15, 2008

Company name Sapporo Holdings Limited

Security code 2501

Listings Tokyo Stock Exchange (First Section); Sapporo Securities Exchange

URL http://www.sapporoholdings.jp/english/

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Scheduled dates:

Annual general meeting of shareholders March 28, 2008
Commencement of dividend payments March 31, 2008
Submission of financial statements March 31, 2008

1. Consolidated Financial Results for the Year Ended December 31, 2007 (January 1, 2007 - December 31, 2007)

1) Operating Results

(amounts rounded down to the nearest million yen; percentage figures represent year-on-year changes)

| | Net sales | | Operating income | | Ordinary income | | Net income | |
|---------------------------------|-------------|-------|------------------|--------|-----------------|--------|-------------|--------|
| | million yen | % | million yen | % | million yen | % | million yen | % |
| Year ended December 31, 2007 | 449,011 | 3.2 | 12,362 | 43.5 | 8,118 | 38.6 | 5,508 | 135.6 |
| Year ended December 31, 2006 | 435,090 | (4.1) | 8,612 | (16.4) | 5,857 | (11.3) | 2,338 | (35.6) |

| | Net income per share | Diluted net income per share | Return on equity | Ordinary income to total assets | Operating income to net sales |
|---------------------------------|-------------------------|------------------------------------|------------------|---------------------------------------|-------------------------------|
| | yen | yen | % | % | % |
| Year ended December 31, 2007 | 14.10 | 13.76 | 4.6 | 1.4 | 2.8 |
| Year ended December 31, 2006 | 6.38 | 5.88 | 2.1 | 1.0 | 2.0 |

Note: Equity method investment gains or losses:

Year ended December 31, 2007: (132) million yen Year ended December 31, 2006: (49) million yen

2) Financial Position

| | Total assets | Net assets | Shareholders' equity ratio | Net assets per share |
|---------------------------------|--------------|-------------|-------------------------------|-------------------------|
| | million yen | million yen | % | yen |
| Year ended December 31, 2007 | 561,858 | 125,189 | 22.3 | 319.07 |
| Year ended December 31, 2006 | 589,597 | 113,495 | 19.2 | 300.13 |

Note: Shareholders' equity

Year ended December 31, 2007: 125,135 million yen Year ended December 31, 2006: 113,493 million yen

3) Cash Flows

| | Cash flows from operating activities | Cash flows from investing activities | Cash flows from financing activities | Cash and cash equivalents at end of period |
|---------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--|
| | million yen | million yen | million yen | million yen |
| Year ended December 31, 2007 | 30,690 | (13,495) | (19,568) | 5,881 |
| Year ended December 31, 2006 | 28,588 | (54,414) | 9,351 | 8,282 |

2. Dividends

| | Divi | idend per sh | are | Total dividends | Payout ratio | Dividends to net assets | |
|--|---------|--------------|----------------------|--------------------|----------------|----------------------------|--|
| Record date | Interim | Year-end | Annual paid (annual) | | (consolidated) | (consolidated) | |
| | yen | yen | yen | million yen | % | % | |
| Year ended December 31, 2006 | - | 5.00 | 5.00 | 1,890 | 78.3 | 1.7 | |
| Year ended December 31, 2007 | - | 5.00 | 5.00 | 1,960 | 35.5 | 1.6 | |
| Year ending December 31, 2008 (forecast) | - | 7.00 | 7.00 | - | 21.4 | - | |

3. Forecast of Consolidated Earnings for the Year Ending December 31, 2008 (January 1, 2008 – December 31, 2008)

(percentage figures represent year-on-year changes)

| | Net sa | les | Operating i | income | Ordinary i | ncome | Net income | | Net income per share |
|-----------|-------------|-------|-------------|--------|-------------|-------|-------------|-------|-------------------------|
| | million yen | % | million yen | % | million yen | % | million yen | % | yen |
| Interim | 208,000 | (1.6) | (1,000) | - | (2,700) | - | 6,900 | - | 17.59 |
| Full year | 449,200 | 0.0 | 13,500 | 9.2 | 9,200 | 13.3 | 12,800 | 132.4 | 32.64 |

4. Others

- 1) Changes affecting the status of significant subsidiaries (scope of consolidation): None
- 2) Changes in accounting principles, procedures, and method of disclosure used to prepare the financial results
 - (1) Changes in accordance with amendments to accounting standards: Yes
 - (2) Changes other than the above: None
- 3) Number of shares issued and outstanding (common stock)
 - (1) Number of shares issued and outstanding at end of period (treasury stock included):

Year ended December 31, 2007: 393,971,493 shares Year ended December 31, 2006: 379,617,498 shares

(2) Number of shares held in treasury at end of period:

Year ended December 31, 2007: 1,785,996 shares Year ended December 31, 2006: 1,458,776 shares

For reference: Overview of Financial Results on Non-Consolidated Basis

1. Non-Consolidated Financial Results for the Year Ended December 31, 2007 (January 1, 2007 – December 31, 2007)

1) Operating Results

(percentage figures represent year-on-year changes)

| | Operating revenue | | Operating income | | Ordinary income | | Net income | |
|---------------------------------|-------------------|------|------------------|-------|-----------------|-------|-------------|---|
| | million yen | % | million yen | % | million yen | % | million yen | % |
| Year ended December 31, 2007 | 5,462 | 9.3 | 1,906 | 0.0 | 2,970 | (8.7) | 2,019 | - |
| Year ended December 31, 2006 | 5,000 | 58.0 | 1,906 | 135.4 | 3,252 | 43.1 | (958) | - |

| | Net income per share | Diluted net income per share |
|---------------------------------|-------------------------|------------------------------------|
| | yen | yen |
| Year ended December 31, 2007 | 5.17 | - |
| Year ended December 31, 2006 | (2.62) | - |

2) Financial Position

| | Total assets | Net assets | Shareholders' equity ratio | Net assets per share |
|---------------------------------|--------------|-------------|-------------------------------|-------------------------|
| | million yen | million yen | % | yen |
| Year ended December 31, 2007 | 342,614 | 129,558 | 37.8 | 330.35 |
| Year ended December 31, 2006 | 357,713 | 123,185 | 34.4 | 325.75 |

Note: Shareholders' equity

Year ended December 31, 2007: 129,558 million yen Year ended December 31, 2006: 123,185 million yen

<u>Appropriate Use of Earnings Forecasts and Other Important Information</u>
For the assumptions underlying the forecasts given above and other relevant information, refer to pages 12 to 16 of the attached document.

Results of Operations and Financial Statements

1. Results of Operations

- 1) Analysis of Results of Operations
- a) Review of the Fiscal Year Ended December 31, 2007
- (1) Overview

(millions of yen, except percentages)

| | Net sales | Operating | Ordinary | Net income |
|------------|-----------|-----------|----------|------------|
| | | income | income | |
| 2007 | 449,011 | 12,362 | 8,118 | 5,508 |
| 2006 | 435,090 | 8,612 | 5,857 | 2,338 |
| Change (%) | 3.2 | 43.5 | 38.6 | 135.6 |

Although corporate performance in Japan was relatively strong through fiscal 2007, growth in personal spending eased off, and signs of a slowdown in economic activity have spread. The impact of the subprime mortgage crisis in the US was felt during the second half of the year, and the future remains uncertain as sharp fluctuations occur in exchange rates, stock prices, oil prices, and other indicators.

The discovery of numerous cases of false food labeling has affected the alcoholic beverages, soft drinks, and restaurants industries, in which Sapporo Group companies operate, and the stance of companies in these industries toward the safety and reliability of food has come under increased scrutiny. Intensifying competition between companies amid floundering aggregate demand, in addition to the rising trend in the cost of raw ingredients and materials, is putting a squeeze on corporate earnings.

In the real estate industry, however, demand for offices in central Tokyo is vibrant and rents remain on an upward trend, but disparities between areas are widening as excess supply emerges in regional areas.

Under these circumstances, during the second year of the Group's medium-term management plan, embarked on in 2006, we focused on accelerating reforms to the Group's earnings structure and promoting sustained growth toward the future.

With regard to earnings structure reforms, following on from last year we revised all aspects of our cost structure, and we successfully minimized the impact of the rising cost of raw ingredients and materials through concerted corporate effort.

To promote sustained growth into the future, we launched high value-added products in our Alcoholic Beverages and Soft Drink businesses, and performance was strong in the *shochu* business—in which 2007 marked our second year—as well as in the Alcoholic Beverages business in Canada. In the Real Estate business, the development of properties held by the Group is progressing favorably, and we are cultivating promising growth opportunities in many other areas as well.

The following presents a review of the Group's consolidated performance for fiscal 2007.

Net Sales

Consolidated net sales were up \$13.9 billion, or 3%, year over year to \$449.0 billion. This results reflects the following..

In the domestic Alcoholic Beverages business, *happoshu* sales volume declined, but growth in the Overseas Alcoholic Beverages business, including the contribution to sales from Canada's Sleeman Breweries, which was included in consolidated results as of fiscal 2007, meant that net sales increased. In the Soft Drink business, on the other hand, the large decline in sales volume for Fujiya brand beverage products resulted in a sizeable drop in earnings. Finally, solid performance was exhibited by the Restaurants and Real Estate businesses.

Operating Income

Consolidated operating income rose \$3.7 billion, or 44%, year over year to \$12.3 billion. This results reflects the following.

Sales volumes declined in the domestic alcoholic beverages market, and the impact of the rising cost of raw ingredients and materials was also felt, but production streamlining and efforts to reduce costs, with a focus on sales promotion expenses, saw us successfully realize income growth. And the addition of Sleeman Breweries' earnings in the Overseas Alcoholic Beverages business resulted in substantial income growth for the Alcoholic Beverages business as a whole.

In the Soft Drink business, we worked to improve earnings by reducing costs, such as

transportation expenses and sales promotion expenses, and reviewing sales deals but were unable to cover the decline in sales volumes and increases in the cost of raw ingredients and materials, resulting in a decline in income.

In the Restaurants business, although we shouldered increased costs associated with the opening of new establishments and a rise in personnel expenses due to the difficulty of recruiting new staff, growth in revenue from new establishments in addition to continuing favorable performance of existing restaurants resulted in higher earnings.

Earnings in the Real Estate business were also up owing to the maintenance of high occupancy rates and revised rents for properties in the Tokyo area and the contributions to revenue of properties developed during fiscal years 2006 and 2007.

Ordinary Income

Consolidated ordinary income came to \$8.1 billion, representing year-over-year growth of \$2.2 billion, or 39%.

A rise in borrowings during the year in conjunction with M&As and increases in interest rates on funds borrowed resulted in an increase in financial expenses of $\S1.1$ billion.

Net Income

Consolidated net income was up \(\frac{\pma}{3}\).1 billion, or 136%, year over year to \(\frac{\pma}{5}\).5 billion.

We recorded a once-off depreciation charge in the Alcoholic Beverages business, made in conjunction with the decision to stop production at the Osaka plant, as well as an impairment loss in the Real Estate business in conjunction with the decision to transfer the Sapporo Factory facility and its business to a newly formed company. These items were offset, however, by the deferral of income taxes.

ROE

Although equity capital rose owing to the exercise of conversion rights on yen-dominated convertible bonds issued in 2004, the 136% year-over-year rise in net income saw ROE rise to 4.6% from the previous year's 2.1%.

(2) Segment Information

(millions of yen ,except percentages)

| | | Net sales | Oper | rating incor | ne | |
|-------------|---------|-------------|--------|--------------|-------|--------|
| | 2007 | 2006 Change | | 2007 | 2006 | Change |
| | | | (%) | | | (%) |
| Alcoholic | 343,670 | 326,419 | 5.3 | 7,854 | 4,183 | 87.7 |
| Beverages | | | | | | |
| (Japan) | 315,892 | 321,128 | (1.6) | 6,189 | 3,798 | 62.9 |
| (Overseas) | 27,777 | 5,291 | 424.9 | 1,664 | 385 | 332.3 |
| Soft Drinks | 52,239 | 58,730 | (11.1) | (839) | (426) | _ |
| Restaurants | 28,954 | 26,995 | 7.3 | 656 | 457 | 43.4 |
| Real Estate | 24,147 | 22,827 | 5.8 | 7,073 | 6,413 | 10.3 |

Alcoholic Beverages

Alcoholic Beverages (Japan)

Despite net sales in the Japanese Alcoholic Beverages business declining \$5.2 billion, or 2%, year over year to \$315.8 billion, operating income advanced \$2.3 billion, or 63%, to \$6.1 billion.

Although a large number of new products were launched by companies operating in the Japanese beer market, total demand was stagnant through the first three quarters. Following a comeback during the fourth quarter, however, it is estimated that total annual demand recovered to 99.7% of its previous level.

Against this backdrop, demand for Yebisu brand products, our premium beer offering in the Japanese alcoholic beverages market, rose 18% year over year, cementing the brand's leading share in this category. Strong results were also realized with commercial-use kegs, allowing us to outperform total demand.

Net sales in the wine category exceeded the previous year's, assisted by strong growth in total demand for domestic and imported wines and the effects of price increases on imported wines.

The *shochu* category, in which we marked our second year, enjoyed growth in revenues of ¥2.5 billion owing to net increases in sales during the first quarter and strong sales

performance throughout the second half of the year.

The significant decline in sales volume in the *happoshu* category, however, combined with our inability to attain sales volume targets in the new genre category, owing to changes in the market environment, meant that net sales in the Japanese Alcoholic Beverages business as a whole fell below those of the previous year.

With regard to costs, however, although increases in prices of materials—primarily consisting of aluminum cans—and raw ingredients put upward pressure on the cost of goods sold, the implementation of measures on factory production lines to reduce initial costs, efforts to curtail advertising and sales promotion expenses, and other cost-reduction initiatives in all areas of our operations saw operating income outperform the previous year's figure.

Alcoholic Beverages (Overseas)

Net sales in the Overseas Alcoholic Beverages business surged \(\frac{\pma}{2}\)2.4 billion, or 425%, year over year to \(\frac{\pma}{2}\)7.7 billion. As a result, operating income in the Overseas Alcoholic Beverages business also increased, jumping \(\frac{\pma}{1}\)1.2 billion, or 332%, to \(\frac{\pma}{1}\)1.6 billion.

With regard to the North American beer market, amid estimates that total demand is growing slightly, competition in the market as a whole is intensifying. However, demand remains solid and continues to grow for certain premium category products, such as imported beers and craft beers. The beer market overall is also expanding in Asian countries and other markets outside of North America.

Against this backdrop, we engaged in aggressive sales efforts in the premium market and other markets exhibiting growth. In the fiscal year under review, we incorporated Canada's Sleeman Breweries results into our consolidated accounts for the first time, Sapporo USA turned in a solid performance with sales volume at 108% of the previous year's level, and sales volume from exports to other countries also rose to 117% of the previous year's level.

Soft Drinks

Net sales in the Soft Drink business declined \$6.4 billion, or 11%, year over year to \$52.2 billion, and we realized an operating loss of \$0.8 billion, representing a year-over-year decline in income of \$0.4 billion.

The Soft Drink business, assisted by the effects of favorable weather, enjoyed strong levels of product shipments from the beginning of the year, which continued throughout. Although no new large products were launched, demand for mineral water products, both domestic and imported, continued on the previous year's growth track. The addition of product items under major brands in each of the carbonated beverages and tea drinks categories also contributed, and total demand is now estimated to be at around 104% of the previous year's level.

Against this backdrop, we worked to develop and strengthen our Ebisu Sabo and Gabunomi product lines, core brands in the Soft Drink business, and strived to reach more customers. With regard to differentiated products, we released the Hop Kenkyusho series of beverages, which represent the results of joint development efforts with Sapporo Breweries. We also worked to cement the market presence of products through initiatives led by the release of Cranberry Original as a key item in the health product category. However, the large decline in demand for Fujiya brand beverage products resulted in sales volume underperforming the previous year's figure.

With regard to costs, although we worked to reduce transportation expenses, sales promotion expenses, and vending machine costs, we were unable to cover the decline in gross profit due to lower sales and the rising cost of raw ingredients and materials.

Restaurants

Net sales in the Restaurants business rose \$1.9 billion, or 7%, year over year to \$28.9 billion, and operating income advanced \$0.1 billion, or 43%, to \$0.6 billion.

Year-over-year performance growth in the Restaurants business continued throughout the beginning of the year, led by fast food establishments, but a stream of false food labeling incidents and price hike announcements in the second half of the year produced concerns that consumers may be turning away from the restaurant market, and signs of a slowdown intensified. With regard to the *izakaya* dining format, although small businesses continue to be driven out of the industry and numbers of large *izakaya* chain stores are rising, the trend is toward existing stores consistently underperforming year over year.

Against this backdrop, our Restaurants segment worked to differentiate itself in terms of cuisine and service, and achieved growth in net sales by aggressively opening new establishments.

With regard to existing establishments, the strong performance of beer halls combined with high rates of growth in sales at existing new-format stores, such as Kakoiya, to produce a fourth consecutive year of growth in net sales.

We also opened 12 restaurants with floor areas of around 4,575 m², the largest of any new restaurants opened in the past 10 yeas. The costs associated with these openings resulted in increases in expense accounts. Conversely, we closed six aging restaurants for which we did not perceive the possibility of recovery through refurbishment or reformatting. At the end of the year, therefore, we had 201 establishments in operation.

Real Estate

Net revenue in the Real Estate business rose \$1.3 billion, or 6%, year over year to \$24.1 billion, and operating income was up \$0.6 billion, or 10%, to \$7.0 billion.

Vacancy rates and rent levels for office buildings, particularly in central Tokyo, continued to improve, and the office leasing market performed favorably.

Against this backdrop, we maintained high occupancy rates at Yebisu Garden Place and other existing lease properties in the Tokyo area, and we also succeeded in raising rents for resident tenants. Development properties that went into operation during the second half of 2006 (such as Strata Ginza and the Frontier building within the Sapporo Factory facility) and those that opened their doors during 2007 (student-targeted rental condominiums in Sendai and Fukuoka and commercial rental property facilities around Sapporo Garden Park in Sapporo City) contributed greatly to the increase in net revenue.

b) Outlook for the Year Ending December 31, 2008

(1) Overview

(millions of yen, except percentages)

| | Net sales | Operating | Ordinary | Net income |
|-------------------|-----------|-----------|----------|------------|
| | | income | income | |
| Forecast for 2008 | 449,200 | 13,500 | 9,200 | 12,800 |
| 2007 | 449,011 | 12,362 | 8,118 | 5,508 |
| Change (%) | 0.0 | 9.2 | 13.3 | 132.4 |

The four Group strategies for growth set out in the *Sapporo Group's New Management Framework*, released in 2007, will form the underlying basis of our operations in 2008. In the Restaurants and Real Estate businesses, in particular, we plan to utilize the know-how offered by strategic partners with whom we formed alliances during 2007 to enhance Group strengths and complement our own capabilities as we strive to enhance the value of our operations.

With regard to the Japanese Alcoholic Beverages market, we are committed to pursuing flavor as well as safety and reliability in all of our processes through efforts focusing primarily on 100% cooperative contract production of malt and hops, and we will be employing our unique technologies to provide consumers with new value.

Net Sales

The Group anticipates net sales of \$449.2 billion, representing a year-over-year increase of \$0.1 billion. This outlook is based on the following.

With regard to the Alcoholic Beverages business, we will be aiming to raise earnings in the Japanese market, primarily through the unique value offered by the Sapporo Group. Overseas, in addition to sales growth at Canada's Sleeman Breweries, we will be working towards further expanding revenue in the US market. In the Restaurants business, we plan to raise earnings by working to further invigorate existing establishments and opening additional large stores. In the Soft Drink business, however, we expect sales fall as changes to accounting methods take effect and we place a priority on restructuring operations together with strategic alliance partners. We also expect lower revenues in the Real Estate business in connection with the divestiture of some assets.

Operating Income

The Group anticipates consolidated operating income \$13.5 billion, representing a year-over-year increase of \$1.1 billion, or 9%.

With regard to the Alcoholic Beverages business, the rising cost of raw ingredients and materials is affecting both the Japanese and overseas markets. However, we anticipate revenue growth on the back of price revisions in the Japanese beer and beer-type beverages market as well as higher profit margins, resulting from improvements in the product mix, and efforts to further reduce costs. In the Soft Drink business, we will be promoting efforts aimed at the early improvement of our earnings ratio. In the Restaurants business, we expect earnings to rise owing to anticipated increases in net sales and efforts to limit cost increases. In the Real Estate business, the revision of rents on existing properties and efforts to streamline costs are expected to cover the reduction in revenue resulting from the divestiture of some assets, and we therefore anticipate higher earnings for the segment.

Ordinary Income

With the expected increase in operating income, we anticipate consolidated ordinary income of ¥9.2 billion, a year-over-year increase of ¥1.0 billion, or 13%.

Net Income

We expect to post an extraordinary gain due to the divestiture of certain assets held by our Real Estate operations. We therefore anticipate consolidated net income of \$12.8 billion, representing year-over-year growth of \$7.2 billion, or 132%.

ROE

Given the anticipated rise in net income, we expect ROE to improve from 4.6% for the year under review to 9.8%.

(2) Outlook by Segment

(millions of yen, except percentages)

| | Net sales | | | Operating income | | | |
|-------------|-----------|---------|--------|------------------|-------|--------|--|
| | 2008 | 2007 | Change | 2008 | 2007 | Change | |
| | | | (%) | | | (%) | |
| Alcoholic | 351,800 | 343,670 | 2.4 | 8,700 | 7,854 | 10.8 | |
| Beverages | | | | | | | |
| (Japan) | 323,200 | 315,892 | 2.3 | 7,500 | 6,189 | 21.2 | |
| (Overseas) | 28,600 | 27,777 | 3.0 | 1,200 | 1,664 | (27.9) | |
| Soft Drinks | 43,600 | 52,239 | (16.5) | (500) | (839) | _ | |
| Restaurants | 30,100 | 28,954 | 4.0 | 800 | 656 | 22.0 | |
| Real Estate | 23,700 | 24,147 | (1.9) | 7,400 | 7,073 | 4.6 | |

Alcoholic Beverages

Alcoholic Beverages (Japan)

With sluggish growth in total demand for alcoholic beverages in Japan expected, owing to a decline in the drinking-age population and the impact of price increases, competition between product categories should intensify.

In the beer and beer-type beverages market, although a decline in total demand and changes in the composition of demand across categories due to the impact of prices increases are expected, the market for functional beverages and premium beers should continue to expand.

Against this backdrop, we will be implementing marketing efforts geared to respond to changes in the market environment and diversifying customer needs, and aiming to increase earnings by providing value that is uniquely characteristic of Sapporo. In practical terms, we will be working to bolster the Yebisu brand, the premier name in the premium category, and to enhance the brand strengths of Draft One in the low-price category. We will also be releasing new functional products in response to increased health awareness, and overall, we aim to achieve sales volumes that exceed total demand. We will also continue to place priority on the safety and reliability of foods, working under the slogan (translated from Japanese): "Flavor and confidence; Sapporo Breweries is committed to pure quality."

With regard to costs, we expect the cost of raw ingredients and materials to continue to

rise. However, in addition to revising prices of beer and beer-type beverages in April, we will be terminating production at the Osaka plant in March and further reviewing our production systems as well as streamlining the use of sales promotion expenses and implementing other internal measure. Through these efforts, we aim to achieve operating income that exceeds the previous year's result.

Alcoholic Beverages (Overseas)

In the alcoholic beverages market overseas, we anticipate the cost of goods sold to rise owing to the impact of the global surge in raw materials prices, and the US dollar is expected to be weaker, in comparison to the previous year, against both the yen and the Canadian dollar owing to the impact of the subprime mortgage crisis. Against this backdrop, total demand is expected to be flat or rise only slightly in the North American beer market, our main focus in the segment. However, we will continue utilizing our strengths in the premium category to further cement our position in this market.

In the Canadian market, Sleeman Breweries will be executing aggressive marketing investments to maintain and enhance the value of its core premium brands—Sleeman, Unibroue, and Okanagan Spring—and aiming to achieve sales volumes that exceed total demand.

In the US market, building on our efforts to expand the Sapporo brand thus far, led primarily by Sapporo USA, this year we will begin exporting Yebisu beer, targeting sales in the high-end market. Through these efforts we aim to achieved sales volumes that exceed total demand.

With regard to exports to other countries and local production, we aim to increase sales through the aggressive introduction of keg beers while bolstering our operating base and further developing our business in the Overseas Alcoholic Beverages segment with a view to expanding into new regions.

Soft Drinks

In the Soft Drink business, we will be switching to a brand strategy that aims to create high-value-added brands that manifest our meticulous approach to ingredients, one of the Group's key strengths, and working to establish a meaningful presence in the market. In addition to more rigorously focusing our product lineups, we will also be working to harness the underlying strength of fruit juices in particular, offering new value through functional fruit juice beverages.

With regard to costs, although we anticipate increases due to rising prices of raw ingredients and materials, we aim to improve operating income by driving through earnings structure reforms and streamlining measures as part of our operating strategy, and pursuing low-cost operations.

Restaurants

In the Restaurants business, we will be aimed to achieve a fifth consecutive year of net sales growth through efforts to differentiate existing establishment by improving quality and to raise spending per customer. Nasu Mori no Beer En, a huge new restaurant facility in Nasu, will open its door in April, and we will also be working to expand net sales through other new store openings with a focus on the Tokyo area. We also aim to improve our earnings ratios by working to limit increases in expenses attributable to new store openings during the period.

Real Estate

The real estate industry is expected to remain stable, led by the office leasing market. With regard to our Real Estate operations, Sapporo Toshi Kaihatsu Co., Ltd., a new company formed with capital investments from local companies in Hokkaido, will open its doors in March and our business alliance with the Morgan Stanley Group pertaining to the Yebisu Garden Place facility will begin in April. Working on this basis, we will continue working to maintain high occupancy rates and raise rents on existing rental properties while also bolstering efforts to acquire and develop new properties from outside the group and to enhance the value of our existing business.

2) Financial Condition

a) Assets, Liabilities, and Net Assets

The balance of total consolidated assets at the end of 2007 was ¥561.8 billion, ¥27.7 billion lower than a year prior. The decline was attributable to a reduction in cash and deposits, a reduction in notes and accounts receivable, and a decline in fixed assets due to depreciation and impairment losses.

Liabilities stood at ¥436.6 billion, a year-over-year fall of ¥39.4 billion attributable to a reduction in short-term bank loans and the current portion of long-term debt as well as a decline in long-term debt.

The balance of net assets was \\$125.1 billion, a year-over-year increase of \\$11.6 billion

attributable to a rise in paid-in capital and capital surplus, due to the exercise of conversion rights on convertible bonds, as well as an increase in retained earnings.

b) Cash Flows

The consolidated balance of cash and cash equivalents at the end of 2007 stood at ¥5.8 billion, a year-on-year decline of ¥2.4 billion. Although we made payments for the purchase of property, plant and equipment, these were covered with cash flows from operating activities. The repayment of long-term debt also had a notable effect.

The following presents consolidated cash flow figures for the fiscal year under review together with an overview of factors that affected each category.

Cash Flows from Operating Activities

Net cash provided by operating activities was \$30.6 billion. This result is primarily attributable to income before income taxes and minority interests of \$0.2 billion, depreciation and amortization of \$24.5 billion, a once-off depreciation charge on fixed assets of \$6.5 billion, impairment losses of \$6.9 billion, and a decrease in notes and accounts receivable of \$4.3 billion, which were offset by a \$3.0 billion reduction in notes and accounts payable and a \$3.1 billion decline in deposits received.

Cash Flows from Investing Activities

Net cash used in investing activities was \$13.4 billion. This primarily reflects outflows of \$17.8 billion for the acquisition of property, plant and equipment and \$2.0 billion for the purchase of intangibles, which were offset by income of \$7.2 billion on the disposal of property, plant and equipment and \$2.8 billion on the sale of investment securities.

Cash Flows from Financing Activities

Net cash used in financing activities was \$19.5 billion. This primarily reflects outflows of \$50.3.billion for repayment of long-term debt and \$10.0 billion for the redemption of bonds, which were offset by \$24.0 billion in proceeds from long-term debt and \$19.9 billion in proceeds from the issuance of bonds.

Cash Flow Indicators

| | Year end: | | | | | |
|---|-----------|------|------|--|--|--|
| | 2005 | 2006 | 2007 | | | |
| Equity ratio (%) | 19.8 | 19.2 | 22.1 | | | |
| Equity ratio based on market capitalization (%) | 42.8 | 43.5 | 62.3 | | | |
| Cash flow to interest-bearing debt (%) | 652 | 943 | 796 | | | |
| Interest coverage ratio (times) | 10.9 | 9.1 | 7.2 | | | |

Equity ratio: Equity capital / Total assets

Equity ratio based market capitalization: Market capitalization / Total assets

Cash flow to interest-bearing debt: Interest-bearing debt / Cash flow

Interest coverage ratio: Cash flow / Interest payments

Notes

1. All indicators above are base on consolidated figures.

- 2. Market capitalization is based on the number of shares issued and outstanding (i.e., excluding treasury stock).
- 3. Operating cash flow is used as the figure for cash flow.
- 4. Interest-bearing debt refers to all debts recorded on the consolidated balance sheets that incur interest payments.

3) Dividend Policy and Dividends for 2007 and 2008

The Sapporo Group views the appropriate return of profits to shareholders as a key management policy. When setting dividend levels, our basic policy is to maintain a stable dividend payment with due consideration given to operating performance and financial condition.

In accordance with the Group's new management plan, internal reserves will be allocated to strategic investments with the potential to produce new growth as well as efforts to strengthen the Group's financial base, the ultimate objective being to maximize corporate value.

Dividends for 2007 and 2008

| | Interim Year-end | | Total |
|------|------------------|-----|-------|
| 2007 | _ | 5.0 | 5.0 |
| 2008 | _ | 7.0 | 7.0 |

2. Management Policy

1) Fundamental Management Policy of the Sapporo Group

The Sapporo Group's management philosophy is "to make people's lives richer and more enjoyable," and its business activities are based on the following fundamental management policy: "The Sapporo Group strives to maintain integrity in corporate conduct that reinforces stakeholder trust, and aims to achieve continuous growth in corporate value."

2) Performance Indicator Targets

The *Sapporo Group's New Management Framework* sets out the following management goals to be achieved by the plan's target year of 2016 (for reference, 2007 figures are given in parentheses):

• Consolidated net sales: ¥600.0 billion (2007: ¥449.0 billion)

• Consolidated operating income: ¥40.0 billion (2007: ¥12.3 billion)

• D/E ratio: 1:1 (2007: 1.7 times)

• ROE: above 8% (2007: 4.6%)

3) Medium- to Long-Term Group Management Strategy

In October of last year, the Sapporo Group announced a new plan, titled the *Sapporo Group's New Management Framework*, which sets out a target year of 2016—a year that will mark 140 years since the Group was founded.

The *New Management Framework* specifies two business domains for the Group to develop its activities through the utilization of the assets and strengths at its disposal: (i) the creation of value in food, and (ii) the creation of comfortable surroundings. In addition to pursuing further growth and improved profitability, the Group will strive to unearth new business opportunities in these two domains and create new business that will sustain growth through the next generation.

We will also be implementing a number of Group strategies for growth, including the creation of high-value-added products and services, the formation of strategic alliances, the promotion of international expansion, and the expansion of Group synergies.

Moving forward, based on the *Sapporo Group's New Management Framework*, we will strive enhance the Group's corporate value through the implementation of an aggressive management style under which we plan to review the allocation of management resources and carry out strategic investments to enhance competitiveness, while also engaging in sound management that focuses on long-term goals.

4) Issues to be Addressed

The basic strategies set out in the *Sapporo Group's New Management Framework* are as follows:

a) Group strategies for growth

(1) Create High-Value-Added Products and Services

The Group aims to maximize capital efficiency by focusing its management resources on areas that offer the greatest competitive strengths while also building sustainable market advantages in each of its businesses. The Group will foster common values that focus on "providing valuable products and services that customers can identify with," while also working to create high levels of value-added.

(2) Form Strategic Alliances

Rather than focusing solely on its own operations, the Group plans to promote strategic alliances with powerful partners that will enable it to enhance Group strengths, complement its capabilities, and acquire know-how, so as to rapidly develop competitive advantages on a large scale.

(3) Promote International Expansion

The Group will work to expand not only the Alcoholic Beverages business but the Soft Drinks and Food Products businesses, as well as, in overseas markets. The Group will also be implementing efforts aimed at building brands in overseas markets by utilizing technological capabilities and business alliances.

(4) Expand Group Synergies

The Group will pursue further synergies among businesses by promoting flexible collaboration and cooperation that is unconstrained by existing organizational and Group company boundaries. The Group aims to maximize synergies, addressing them from two separate perspectives: synergies in business strategies and operational synergies.

b) Overall Strategy to Enhance the Sapporo Group's Corporate Value

(1) CSR Strategy

CSR-focused management is positioned as one of the key strategies for supporting the sustained growth of the Sapporo Group. And based on the Sapporo Group CSR Policy, the Group will work to ensure continuous understanding of and adherence to the rationale, objectives, and practices that CSR-focused management entails within the Group, and implement concrete measures that meet the requirements of the business.

(2) Corporate Governance

Adhering to the Group's basic policy on the development of a group governance framework, Sapporo will bolster management monitoring functions to improve transparency and achieve management goals with the aim of continuously enhancing the corporate value of the entire Group.

Sapporo will develop new internal control systems to act as the fundamental basis for Group governance and establish them firmly within the organization.

(3) Human Resources Strategy

Sapporo will foster interaction and exchange among people within and external to the Group and provide career-development support with the aim of developing human resources able to contribute to the creation of value.

Towards the creation of value, Sapporo will work to instill vibrancy and abundant motivation into the organization by providing opportunities for Group personnel to utilize and experience the skills and abilities they have acquired.

(4) Financial Strategy

The Group plans to execute strategic investments in areas of potential future growth, with due consideration given to the business domain and basic strategies.

To build solid financial foundations that support the Group's future business activities and enable it to respond and adapt to changes in the market environment, such as future interest rate fluctuations, Sapporo will work to reduce financial liabilities and strengthen the capital base with the aim of raising the Group's market valuation.

3. Consolidated Balance Sheets

(amounts in millions of yen)

| B.Consolidated Balance Sheets | | | | (amounts in millions of yen) | | | |
|---------------------------------------|------------------------|---------|------------|------------------------------|---------|------------|-----------------|
| | As of December 31, 200 | | 2006 | As of December 31, 200 | | 2007 | Year on year |
| | Amo | ount | % of total | Amo | ount | % of total | Amount |
| Assets | | | | | | | |
| I Current assets | | | | | | | |
| 1 Cash and cash equivalents | | 8,916 | | | 6,511 | | (2,404) |
| 2 Notes and accounts receivable-trade | | 73,615 | | | 69,685 | | (3,930) |
| 3 Marketable securities | | 62 | | | 13 | | (49) |
| 4 Inventories | | 24,403 | | | 24,041 | | (361) |
| 5 Deferred tax assets | | 2,068 | | | 2,290 | | 222 |
| 6 Refundable income taxes | | 45 | | | 133 | | 87 |
| 7 Other current assets | | 19,084 | | | 15,317 | | (3,766) |
| 8 Allowance for doubtful receivables | | (224) | | | (275) | | (51) |
| Total current assets | | 127,972 | 21.7 | | 117,717 | 21.0 | (10,254) |
| II Fixed assets | | | | | | | |
| (1) Property, plant and equipment | | | | | | | |
| 1 Buildings and structures | 402,617 | | | 399,169 | | | |
| Accumulated depreciation | (181,947) | 220,669 | | (192,925) | 206,244 | | (14,425) |
| 2 Machinery and vehicles | 212,681 | | | 209,050 | | | |
| Accumulated depreciation | (157,171) | 55,510 | | (157,096) | 51,954 | | (3,556) |
| 3 Land | | 71,332 | | | 71,153 | | (179) |
| 4 Construction in progress | | 4,442 | | | 4,694 | | 252 |
| 5 Other | 21,982 | | | 21,723 | | | |
| Accumulated depreciation | (17,209) | 4,772 | | (17,265) | 4,458 | | (314) |
| Total property, plant and equipment | | 356,727 | 60.5 | | 338,504 | 60.2 | (18,223) |
| (2) Intangible assets | | | | | | | |
| 1 Goodwill (including consolidation | | | | | | | |
| adjustments) | | _ | | | 27,614 | | 27,614 |
| 2 Goodwill | | 9,899 | | | _ | | (9,899) |
| 3 Other | | 23,450 | | | 5,754 | | (17,695) |
| Total intangible assets | | 33,349 | 5.7 | | 33,368 | 5.9 | 18 |
| (3) Investments and other assets | | | | | | | |
| 1 Investment securities | | 42,082 | | | 37,393 | | (4,689) |
| 2 Long-term loans receivable | | 10,450 | | | 10,229 | | (221) |
| 3 Deferred tax assets | | 1,675 | | | 7,541 | | 5,866 |
| 4 Other investments and other assets | | 19,940 | | | 19,339 | | (601) |
| 5 Allowance for doubtful receivables | | (2,602) | | | (2,235) | | 366 |
| Total investments and other assets | | 71,547 | 12.1 | | 72,267 | 12.9 | 720 |
| Total fixed assets | | 461,624 | 78.3 | | 444,141 | 79.0 | (17,483) |
| Total assets | | 589,597 | 100.0 | | 561,858 | 100.0 | (27,738) |
| | | | | | | | |

| Amoun | nt | % of total | | | As of December 31, 2007 | | |
|-------|---------|--|--|--|--|---|--|
| | | 70 01 00001 | Amo | ount | % of total | Amount | |
| | | | | | | | |
| | | | | | | | |
| | 28,929 | | | 26,121 | | (2,808) | |
| | 104.007 | | | 64 415 | | (39,592) | |
| | , | | | | | (136) | |
| | , | | | • | | 1,223 | |
| | 764 | | | • | | 292 | |
| | _ | | | 0 | | 0 | |
| | 52,147 | | | 48,725 | | (3,422) | |
| | | | | 42,292 | | (940) | |
| | 268,885 | 45.6 | | 223,501 | 39.8 | (45,384) | |
| | | | | | | | |
| | 49,720 | | | 69,710 | | 19,990 | |
| | 82,305 | | | 74,339 | | (7,966) | |
| | 9,984 | | | 6,182 | | (3,802) | |
| | 16,301 | | | 15,135 | | (1,166) | |
| | 118 | | | 115 | | (2) | |
| | 33,657 | | | 31,903 | | (1,753) | |
| | , | | | * | | 653 | |
| | 207,216 | 35.2 | | 213,168 | 37.9 | 5,952 | |
| | 476,101 | 80.8 | | 436,669 | 77.7 | (39,432) | |
| | | 104,007 38,276 1,525 764 — 52,147 43,233 268,885 49,720 82,305 9,984 16,301 118 33,657 15,128 207,216 | 104,007 38,276 1,525 764 — 52,147 43,233 268,885 45.6 49,720 82,305 9,984 16,301 118 33,657 15,128 207,216 35.2 | 104,007 38,276 1,525 764 — 52,147 43,233 268,885 45.6 49,720 82,305 9,984 16,301 118 33,657 15,128 207,216 35.2 | $\begin{array}{cccccccccccccccccccccccccccccccccccc$ | $\begin{array}{c ccccccccccccccccccccccccccccccccccc$ | |

| | As of D | As of December 31, 2006 | | As of D | As of December 31, 2007 | | |
|---|---------|-------------------------|------------|---------|-------------------------|------------|----------|
| | Am | ount | % of total | Amo | ount | % of total | Amount |
| Net Assets | | | | | | | |
| I Shareholders' equity | | | | | | | |
| 1 Common stock | | 50,066 | 8.5 | | 53,886 | 9.6 | 3,820 |
| 2 Capital surplus | | 42,484 | 7.2 | | 46,310 | 8.2 | 3,825 |
| 3 Retained earnings | | 10,472 | 1.8 | | 14,292 | 2.5 | 3,820 |
| 4 Treasury stock, at cost | | (571) | (0.1) | | (848) | (0.1) | (277) |
| Total shareholders' equity | | 102,451 | 17.4 | | 113,641 | 20.2 | 11,189 |
| II Valuation and translation adjustments | | | | | | | |
| 1 Unrealized holding gain on securities | | 11,318 | 1.9 | | 9,640 | 1.7 | (1,677) |
| 2 Foreign currency translation adjustments | | (276) | (0.1) | | 1,853 | 0.4 | 2,129 |
| Total valuation and translation adjustments | | 11,041 | 1.8 | | 11,493 | 2.1 | 452 |
| III Minority Interests | | 2 | 0.0 | | 53 | 0.0 | 51 |
| Total net assets | | 113,495 | 19.2 | | 125,189 | 22.3 | 11,693 |
| Total liabilities and net assets | | 589,597 | 100.0 | | 561,858 | 100.0 | (27,738) |
| | | | | | | | |

Consolidated Statements of Income

(amounts in millions of yen)

| Consolidated Statements of Income | | | 1 | | | | ions of yen) |
|--|-------------------|---------|------------|-------------------|---------------|------------|--------------|
| | Fiscal year ended | | | Fiscal year ended | | | Year on |
| | December 31, 2006 | | | | ember 31, 200 | | year |
| | Amo | ount | % of total | Amo | ount | % of total | Amount |
| I Net sales | | 435,090 | 100.0 | | 449,011 | 100.0 | 13,921 |
| II Cost of sales | | 300,121 | 69.0 | | 305,078 | 67.9 | 4,956 |
| Gross profit | | 134,968 | 31.0 | | 143,933 | 32.1 | 8,964 |
| III Selling, general and administrative expenses | | | | | | | |
| 1 Sales incentives and commissions | 36,837 | | | 35,862 | | | |
| 2 Advertising and promotion expenses | 18,832 | | | 17,371 | | | |
| 3 Provision for doubtful receivables | 24 | | | _ | | | |
| 4 Salaries | 16,964 | | | 19,973 | | | |
| 5 Provision for accrued bonuses | 441 | | | 688 | | | |
| 6 Retirement benefit expenses | 2,808 | | | 2,869 | | | |
| 7 Other | 50,446 | 126,355 | 29.0 | 54,805 | 131,570 | 29.3 | 5,215 |
| Operating income | | 8,612 | 2.0 | | 12,362 | 2.8 | 3,749 |
| IV Non-operating income | | | | | | | |
| 1 Interest income | 398 | | | 431 | | | |
| 2 Dividend income | 516 | | | 594 | | | |
| 3 Rental income | 383 | | | 387 | | | |
| 4 Foreign exchange gain | _ | | | 304 | | | |
| 5 Gain (loss) on transactions related to gift coupon | 211 | | | _ | | | |
| 6 Other | 885 | 2,396 | 0.5 | 587 | 2,306 | 0.5 | (89) |
| V Non-operating expenses | | | | | | | |
| 1 Interest expense | 3,041 | | | 4,280 | | | |
| 2 Loss on disposal of inventories | 951 | | | 858 | | | |
| 3 Equity in loss of affiliates | 49 | | | 132 | | | |
| 4 Other | 1,109 | 5,151 | 1.2 | 1,280 | 6,550 | 1.5 | 1,399 |
| Ordinary income | | 5,857 | 1.3 | | 8,118 | 1.8 | 2,261 |

| | Fiscal year ended | | Fisc | al year ende | d | Year on | |
|---|-------------------|-------|------------|---------------|---------|------------|---------|
| | December 31, 2006 | | | ember 31, 200 | | year | |
| | Amo | ount | % of total | Amo | ount | % of total | Amount |
| VI Extraordinary gains | | | | | | | |
| 1 Gain on sales of property, plant | | | | | | | |
| and equipment | 69 | | | 6,769 | | | |
| 2 Gain on sales of investment | | | | | | | |
| securities | 2,221 | | | 766 | | | |
| 3 Reversal of provision for doubtful | | | | 2.5 | | | |
| receivables | 66 | | | 27 | | | |
| 4 Gain on sale of consolidated subsidiary | 101 | | | _ | | | |
| 5 Subsidy for installation of vending machine | | | | 0.0 | | | |
| | 88 | | | 32 | | | |
| 6 Adjustments of gain on sales of property, plant and equipment for | | | | | | | |
| prior periods | 95 | 2,642 | 0.6 | _ | 7,596 | 1.7 | 4,953 |
| VII Extraordinary losses | | , | | | ĺ | | , |
| 1 Loss on disposal of property, | | | | | | | |
| plant and equipment | 2,519 | | | 1,300 | | | |
| 2 Loss on impairment of property, | | | | | | | |
| plant and equipment | 1,785 | | | 6,939 | | | |
| 3 Depreciation expenses resulting from | | | | c r oo | | | |
| revision of residual value | | | | 6,583 | | | |
| 4 Amortization of goodwill | _ | | | 276 | | | |
| 5 Devaluation of marketable securities and investments | 217 | 4,522 | 1.0 | 393 | 15,493 | 3.5 | 10,970 |
| Income before income taxes and minority | 211 | 1,022 | 1.0 | 000 | 10,100 | 0.0 | 10,010 |
| interests | | 3,977 | 0.9 | | 221 | 0.0 | (3,756) |
| Current income taxes | 1,728 | , | | 3,040 | | | |
| Reversal of prior period income taxes | _ | | | 308 | | | |
| Deferred income taxes | (86) | 1,641 | 0.4 | (8,634) | (5,285) | (1.2) | (6,927) |
| Minority interests | | 2 | 0.0 | | 1 | 0.0 | (0) |
| Net income | | 2,338 | 0.5 | | 5,508 | 1.2 | 3,170 |

Statement of Changes in Shareholders' Capital

Year ended December 31, 2006 (January 1, 2006 – December 31, 2006)

| | | | | | (millions of yen) |
|---|--------------|-----------------|--------------------|----------------|-----------------------------------|
| | | Sł | nareholders' capit | al | |
| | Common stock | Capital surplus | Retained earnings | Treasury stock | Total shareholders' capital |
| Balance as of December 31, 2005 | 46,595 | 39,010 | 9,962 | (461) | 95,107 |
| Changes during period | | | | | |
| Issuance of new shares | 3,470 | 3,470 | | | 6,940 |
| Cash dividends* | | | (1,826) | | (1,826) |
| Decrease in retained earnings due to increase in number of consolidated subsidiaries | | | (1) | | (1) |
| Net income | | | 2,338 | | 2,338 |
| Purchase of treasury stock | | | | (117) | (117) |
| Disposition of treasury stock | | 4 | | 6 | 11 |
| Net change in items other than shareholders' capital during period | | | | | |
| Total changes during period | 3,470 | 3,474 | 509 | (110) | 7,344 |
| Balance as of December 31, 2006 | 50,066 | 42,484 | 10,472 | (571) | 102,451 |

| | Valuation a | and translation a | djustments | | |
|---|---|------------------------------------|---|--------------------|------------------|
| | Net unrealized gains (losses) on other securities | Foreign currency adjustments | Total valuation and translation adjustments | Minority interests | Total net assets |
| Balance as of December 31, 2005 | 16,502 | (198) | 16,303 | _ | 111,410 |
| Changes during period | | | | | |
| Issuance of new shares | | | | | 6,940 |
| Cash dividends* | | | | | (1,826) |
| Decrease in retained earnings due to increase in number of consolidated subsidiaries | | | | | (1) |
| Net income | | | | | 2,338 |
| Purchase of treasury stock | | | | | (117) |
| Disposition of treasury stock | | | | | 11 |
| Net change in items other than shareholders' capital during period | (5,184) | (77) | (5,261) | 2 | (5,259) |
| Total changes during period | (5,184) | (77) | (5,261) | 2 | 2,084 |
| Balance as of December 31, 2006 | 11,318 | (276) | 11,041 | 2 | 113,495 |

^{*} Appropriation approved by the annual shareholders' meeting held in March 2006.

Statement of Changes in Shareholders' Capital

Year ended December 31, 2007 (January 1, 2007 – December 31, 2007)

| | | | | | (IIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII |
|---|--------------|-----------------|----------------------|----------------|--|
| | | Sl | nareholders' capit | al | |
| | Common stock | Capital surplus | Retained earnings | Treasury stock | Total shareholders' capital |
| Balance as of December 31, 2006 | 50,066 | 42,484 | 10,472 | (571) | 102,451 |
| Changes during period | | | | | |
| Issuance of new shares | 3,820 | 3,820 | | | 7,640 |
| Cash dividends | | | (1,890) | | (1,890) |
| Increase in retained earnings due to increase in number of consolidated subsidiaries | | | 202 | | 202 |
| Net income | | | 5,508 | | 5,508 |
| Purchase of treasury stock | | | | (284) | (284) |
| Disposition of treasury stock | | 5 | | 7 | 12 |
| Net change in items other than shareholders' capital during period | | | | | |
| Total changes during period | 3,820 | 3,825 | 3,820 | (277) | 11,189 |
| Balance as of December 31, 2007 | 53,886 | 46,310 | 14,292 | (848) | 113,641 |

| | Valuation a | and translation a | djustments | | |
|---|---|------------------------------------|---|-----------------------|------------------|
| | Net unrealized gains (losses) on other securities | Foreign currency adjustments | Total valuation and translation adjustments | Minority interests | Total net assets |
| Balance as of December 31, 2006 | 11,318 | (276) | 11,041 | 2 | 113,495 |
| Changes during period | | | | | |
| Issuance of new shares | | | | | 7,640 |
| Cash dividends | | | | | (1,890) |
| Increase in retained earnings due to increase in number of consolidated subsidiaries | | | | | 202 |
| Net income | | | | | 5,508 |
| Purchase of treasury stock | | | | | (284) |
| Disposition of treasury stock | | | | | 12 |
| Net change in items other than shareholders' capital during period | (1,677) | 2,129 | 452 | 51 | 503 |
| Total changes during period | (1,677) | 2,129 | 452 | 51 | 11,693 |
| Balance as of December 31, 2007 | 9,640 | 1,853 | 11,493 | 53 | 125,189 |

Consolidated Statements of Cash Flows

| Consolidated Statements of Cash Flows | T3: 1 1 1 1 | (minions of yen) |
|--|--|--|
| | Fiscal year ended December 31, 2006 | Fiscal year ended December 31, 2007 |
| | Amount | Amount |
| I Cash flows from operating activities | 11110 4111 | |
| 1 Income before income taxes and minority interests | 3,977 | 221 |
| 2 Depreciation and amortization | 21,929 | 24,526 |
| 3 Depreciation expenses resulting from | 21,020 | =1,0=0 |
| revision of residual value | _ | 6,583 |
| 4 Loss on impairment of property, plant and equipment | 1,785 | 6,939 |
| 5 Goodwill amortization expense | _ | 869 |
| 6 Amortization of goodwill | _ | 276 |
| 7 Decrease in employees' retirement benefits | (893) | (1,166) |
| 8Decrease in allowance for doubtful receivables | (273) | (295) |
| 9 Interest and dividend income | (915) | (1,026) |
| 10 Interest expense | 3,041 | 4,280 |
| 111Gain on sales of property, plant and equipment | (69) | (6,769) |
| 12 Loss on sales and disposal of property, plant and equipment | 2,519 | 1,300 |
| 13 Gain on sales of investment securities | (2,221) | (766) |
| 14 Loss on devaluation of investment securities | 217 | 393 |
| 15 Gain on sale of consolidated subsidiary | (101) | _ |
| 16 Decrease in notes and accounts receivable | 1,655 | 4,387 |
| 17 Decrease in inventories | 620 | 777 |
| 18 Decrease in notes and accounts payable | (5,264) | (3,015) |
| 19 Decrease in liquor taxes payable | (514) | (207) |
| 20 Increase (decrease) in deposits received | 5,237 | (3,159) |
| 21 Increase (decrease) in other current liabilities | (1,874) | 327 |
| 22 Other | 124 | 1,810 |
| Sub total | 28,981 | 36,288 |
| 23 Interest and dividends received | 882 | 991 |
| 24 Interest paid | (3,152) | (4,237) |
| 25 Income taxes paid | (408) | (2,350) |
| 26 Income taxes refundable | 2,285 | _ |
| Net cash provided by (used in) operating activities | 28,588 | 30,690 |
| II Cash flows from investing activities | · | |
| • | | |

| | Fiscal year ended December 31, 2006 | Fiscal year ended December 31, 2007 |
|---|--|--|
| | Amount | Amount |
| 1 Payments for time deposits | (1,253) | (629) |
| 2 Proceeds from time deposits | 1,238 | 607 |
| 3 Purchases of investment securities | (947) | (250) |
| 4 Proceeds from sales of investment securities | 2,776 | 2,804 |
| 5 Purchases of affiliates securities | (894) | (87) |
| 6 Purchases of newly consolidated subsidiaries | (31,176) | _ |
| 7 Purchases of property, plant and equipment | (18,516) | (17,815) |
| 8 Proceeds from sales of property, plant and equipment | 69 | 7,206 |
| 9 Purchases of intangibles | (3,299) | (2,067) |
| 10 Increase in long-term loans receivable | (29) | (74) |
| 11 Collection of long-term loans receivable | 499 | 414 |
| 12 Other | (2,882) | (3,601) |
| Net cash provided by (used in) investing activities | (54,414) | (13,495) |
| III Cash flows from financing activities | · | · |
| 1 Increase (decrease) in short-term bank loans | 30,526 | (4,999) |
| 2 Proceeds from long-term debt | 9,200 | 24,001 |
| 3 Repayment of long-term debt | (48,321) | (50,335) |
| 4 Proceeds from issuance of bonds | 29,885 | 19,925 |
| 5 Redemption of bonds | (10,000) | (10,000) |
| 6 Net increase (decrease) in commercial paper | _ | 4,000 |
| 7 Cash dividends paid | (1,831) | (1,888) |
| 8 Purchase of treasury stock | (117) | (284) |
| 9 Proceeds form sales of treasury stock | 11 | 12 |
| Net cash provided by (used in) financing activities | 9,351 | (19,568) |
| IV Effect of exchange rate changes on cash and cash equivalents | 7 | (43) |
| V Net decrease in cash and cash equivalents | (16,466) | (2,416) |
| VI Cash and cash equivalents at beginning of year | 24,748 | 8,282 |
| VII Cash and cash equivalents of additional consolidated | | |
| subsidiaries | 0 | 15 |
| VIII Cash and cash equivalents at end of year | 8,282 | 5,881 |

4.Segment Information

1. Segment Information by Business

(millions of yen)

| | Fiscal year ended December 31, 2006 | | | | (January 1, 2006 - December 31, 2006) | | | |
|------------------------------------|-------------------------------------|----------------|-------------|----------------|---------------------------------------|---------|----------------------------|--------------|
| | Alcoholic Beverages | Soft Drinks | Restaurants | Real Estate | Other | Total | Corporate and eliminations | Consolidated |
| I Net sales and operating expenses | | | | | | | | |
| Net sales | | | | | | | | |
| (1) Operating revenues | 326,419 | 58,730 | 26,995 | 22,827 | 116 | 435,090 | _ | 435,090 |
| (2) Intra-group sales and | 6,129 | 313 | _ | 2,675 | 6 | 9,125 | (9,125) | _ |
| transfers | | | | | | | | |
| Total | 332,549 | 59,044 | 26,995 | 25,502 | 123 | 444,215 | (9,125) | 435,090 |
| Operating expenses | 328,365 | 59,471 | 26,538 | 19,089 | 118 | 433,581 | (7,104) | 426,477 |
| Operating income (loss) | 4,183 | (426) | 457 | 6,413 | 5 | 10,634 | (2,021) | 8,612 |
| II Assets, depreciation and | | | | | | | | |
| amortization, impairment and | | | | | | | | |
| capital expenditures | | | | | | | | |
| Identifiable assets | 350,890 | 16,590 | 13,960 | 192,874 | _ | 574,316 | 15,280 | 589,597 |
| Depreciation and amortization | 13,472 | 285 | 647 | 7,522 | 0 | 21,929 | _ | 21,929 |
| Loss on impairment | 1,659 | _ | 125 | _ | _ | 1,785 | _ | 1,785 |
| Capital expenditures | 20,224 | 1,019 | 1,108 | 8,437 | _ | 30,790 | _ | 30,790 |

| | Fiscal year | ended Dece | mber 31, 20 | (January 1, 2007 - December 31, 2007) | | | |
|------------------------------------|------------------------|----------------|-------------|---------------------------------------|---------|----------------------------------|--------------|
| | Alcoholic Beverages | Soft Drinks | Restaurants | Real Estate | Total | Corporate and eliminations | Consolidated |
| I Net sales and operating expenses | | | | | | | |
| Net sales | | | | | | | |
| (1) Operating revenues | 343,670 | 52,239 | 28,954 | 24,147 | 449,011 | _ | 449,011 |
| (2) Intra-group sales and | 6,323 | 330 | _ | 2,639 | 9,293 | (9,293) | _ |
| transfers | | | | | | | |
| Total | 349,993 | 52,569 | 28,954 | 26,787 | 458,305 | (9,293) | 449,011 |
| Operating expenses | 342,139 | 53,408 | 28,298 | 19,714 | 443,560 | (6,912) | 436,648 |
| Operating income (loss) | 7,854 | (839) | 656 | 7,073 | 14,744 | (2,381) | 12,362 |
| II Assets, depreciation and | | | | | | | |
| amortization, impairment and | | | | | | | |
| capital expenditures | | | | | | | |
| Identifiable assets | 334,827 | 9,618 | 14,542 | 187,815 | 546,804 | 15,053 | 561,858 |
| Depreciation and amortization | 15,525 | 425 | 799 | 7,776 | 24,526 | _ | 24,526 |
| Loss on impairment | 204 | 570 | 214 | 5,950 | 6,939 | _ | 6,939 |
| Capital expenditures | 13,988 | 394 | 1,706 | 3,458 | 19,548 | _ | 19,548 |

Notes:

(1) Segment classifications reflect the similarity of constituent businesses and take into account standard industry classifications in Japan.

(2) Main products in each segment

| Business Segment | Main Products | | |
|---------------------|---|--|--|
| Alcoholic beverages | Beer, happoshu and other beverages, wine, whiskey, shochu and other products, | | |
| | distribution, brewing equipment, and agribusiness | | |
| Soft drinks | Soft drinks and other non-alcoholic beverages | | |
| Restaurants | Operation of beer halls and restaurants | | |
| Real estate | Real estate leasing, real estate sales, operation of commercial facilities, | | |
| | utility supplies, and fitness clubs | | |

(3) Unallocated operating expenses included in "Corporate and eliminations": 2,118 million yen at December 31, 2006, 2,477 million yen at December 31, 2007.

These are principally operating expenses incurred by Sapporo Holdings (as parent company) for each of the operating companies.

- (4) Unallocated assets included in "Corporate and eliminations" amounted to 21,522 million yen and 21,013 million yen at December 31, 2006 and 2007, respectively, and consisted principally of cash and cash equivalents, marketable securities, long-term investments, and assets of general administration divisions.
- (5) Depreciation and amortization, loss on impairment, and capital expenditures include long-term prepaid expenses and the corresponding write-offs.

Depreciation and amortization does not include the 6,583 million yen recorded as "Depreciation expenses resulting from revision of residual value" under extraordinary losses.

(6) Change in accounting methods

January 1, 2006 - December 31, 2006

Under the Medium-Term Management Plan for the period from 2006 to 2008, announced in February 2006, the operating base of the fitness clubs business was to be bolster through the utilization of real estate held by the Group. Accordingly, the fitness clubs business was transferred from the Other segment into the Real Estate as of 2006.

As a result of this change, net sales in the Real Estate segment rose by 709 million yen and operating revenues in that segment by 90 million yen. Consequently, net sales and operating revenues for the Other segment declined by the same amount.

January 1, 2007 – December 31, 2007 No applicable information

2. Segment Information by Geographic Area

Sales and assets in Japan constituted more than 90% of the consolidated sales and assets for each of the years ended December 31, 2006 and 2007. Accordingly, geographical segment information has not been disclosed.

3. Overseas Sales

Overseas sales constituted less than 10% of the consolidated sales for each of the years ended December 31, 2006 and 2007. Accordingly, overseas sales have not been disclosed.

Transactions with related parties

(January 1, 2006 - December 31, 2006) No applicable information

(January 1, 2007 - December 31, 2007)

No applicable information