



## **Three Months ended March 31, 2015**

### **Consolidated first Quarter Earnings Report - Supplementary Information**

#### **Consolidated Results (Three months ended March 31, 2015)**

1. Consolidated Financial Highlights
2. Major Sales and Sales Volume Data
3. Condensed Consolidated Statements of Income  
Sales Breakdown for Japanese Alcoholic Beverages
4. Consolidated Statements of Income : Breakdown of Key Changes
5. Segment information
6. Condensed Consolidated Balance Sheets
7. Overview of Segmentation Changes

#### **Reference Materials: Consolidated Forecasts**

\* Forecasts are unchanged from the figures announced on February 12, 2015.

8. Full-Year Consolidated Business Results estimate  
Full-Year Consolidated Statements of Cash Flows  
Sales Breakdown for Japanese Alcoholic Beverages
9. Full-Year Consolidated Statement of Income: Breakdown of Key Changes
10. Full-Year Segment information

**May 2015**

**SAPPORO HOLDINGS LTD.**

**Securities Code: 2501**

**URL <http://www.sapporoholdings.jp/english/>**

## Financial Highlights (2011- 2015)

### Consolidated Financial Highlights

(billions of yen, except percentages, ratios, per-share data, and exchange rates)

		Three months ended March 31, 2011	Three months ended March 31, 2012	Three months ended March 31, 2013	Three months ended March 31, 2014	Three months ended March 31, 2015
Net sales	Including liquor tax	72.0	97.3	100.4	112.0	108.4
	Excluding liquor tax	51.7	76.3	79.4	88.0	86.8
Overseas net sales to total	Excluding liquor tax	10.6%	12.7%	19.4%	22.0%	25.1%
Operating income	Before goodwill amortization	(3.0)	(4.6)	(3.7)	(0.7)	(3.3)
	After goodwill amortization	(3.3)	(5.5)	(4.7)	(1.7)	(4.3)
Operating margin	Including liquor tax / after goodwill amortization	-	-	-	-	-
	Excluding liquor tax /before goodwill amortization	-	-	-	-	-
	Excluding liquor tax /after goodwill amortization	-	-	-	-	-
Ordinary income		(4.0)	(5.8)	(5.1)	(2.3)	(4.5)
Net income		(6.2)	(4.1)	(3.0)	(3.8)	0.8
Total assets		532.9	581.9	584.5	589.9	606.6
Net assets		119.7	122.5	134.8	146.5	158.6
Balance of debt	Gross	221.3	266.3	261.9	247.0	249.2
	Net	206.8	256.6	251.9	236.3	239.9
Debt-to-equity ratio (times)	Gross	1.8	2.2	1.9	1.7	1.6
	Net	1.7	2.1	1.9	1.6	1.5
Depreciation and amortization		4.9	6.3	6.3	6.0	5.8
Amortization of goodwill		0.3	0.9	1.0	0.9	0.9
EBITDA	Operating income + Depreciation and amortization	1.9	1.6	2.5	5.2	2.5
Exchange rates (Yen)	US\$	82.32	79.36	92.47	102.78	119.17
	CAN\$	83.52	79.30	91.66	93.10	96.00

		Years ended December 31, 2011	Year ended December 31, 2012	Year ended December 31, 2013	Year ended December 31, 2014	Year ending December 31, 2015 (forecast)
Net sales	Including liquor tax	449.4	492.4	509.8	518.7	545.7
	Excluding liquor tax	336.8	379.7	395.3	401.8	434.2
Overseas net sales to total	Excluding liquor tax	11.0%	14.1%	18.3%	19.2%	21.5%
Operating income	Before goodwill amortization	21.9	18.2	19.3	18.4	20.7
	After goodwill amortization	18.8	14.4	15.3	14.7	16.3
Operating margin	Including liquor tax / after goodwill amortization	4.2%	2.9%	3.0%	2.8%	3.0%
	Excluding liquor tax /before goodwill amortization	6.5%	4.8%	4.9%	4.6%	4.8%
	Excluding liquor tax /after goodwill amortization	5.6%	3.8%	3.9%	3.7%	3.8%
Ordinary income		16.8	13.6	15.1	14.5	15.2
Net income		3.1	5.3	9.4	0.3	8.0
Total assets		550.7	597.6	616.7	625.4	
Net assets		124.7	134.9	155.3	160.0	
Balance of debt	Gross	219.1	257.6	247.8	247.5	220.5
	Net	209.9	247.8	236.2	237.7	210.8
Debt-to-equity ratio (times)	Gross	1.8	1.9	1.6	1.5	1.3
	Net	1.7	1.8	1.5	1.5	1.3
Capital expenditure	Cash basis	13.4	53.8	13.7	19.1	16.5
Depreciation and amortization		24.4	25.8	25.0	24.4	22.5
Amortization of goodwill		3.1	3.8	3.9	3.7	4.4
EBITDA	Operating income + Depreciation and amortization	46.4	44.0	44.3	42.9	43.2
ROE (%)	Before goodwill amortization	5.1%	7.3%	9.5%	2.7%	7.8%
	After goodwill amortization	2.5%	4.2%	6.7%	0.2%	5.0%
EPS (yen sen)	Before goodwill amortization	16.02	23.68	34.40	10.53	31.81
	After goodwill amortization	8.08	13.77	24.20	0.87	20.52
Exchange rates (Yen)	US\$	79.79	79.81	97.73	105.79	113.00
	CAN\$	80.74	79.83	94.81	95.74	99.00

\*1: The balance of debt includes commercial paper but excludes the balance of lease obligations.

\*2: Exchange rates are annual average rates.

## Major Sales and Sales Volume

### Beer (Japan)

(10,000 cases)

	Jan. 1 - Mar.31, 2014	Jan. 1 - Mar.31, 2015	YoY	Full-year estimate for fiscal 2015	Fiscal 2014 Actual	YoY
Sapporo Draft Beer Black Label	-	-	92%	1,600	1,615	99%
YEBISU (total)	-	-	90%	1,000	964	104%
1 Beer (total)	-	-	93%	2,918	2,896	101%
2 Happoshu (total)	-	-	402%	641	387	166%
3 New genre beer products (total)	-	-	59%	1,791	1,956	92%
Beer, happoshu, and new genre (total 1+2+3)	-	-	83%	5,350	5,238	102%
Sapporo Premium Alcohol Free	16	12	78%	80	91	88%
RTD(*1)	41	44	106%	236	213	111%

\*1 : RTD 1Case=250ml\*24

Effective from July, 2014, the company has changed the reporting method of its sales volume of beer-type beverages, following the agreement of the Brewers Association of Japan, and therefore no disclosure of the sales volume is made for first quarter of the current fiscal year ending December 31, 2015.

The sales volume for the first half and end of the fiscal year shall be disclosed as in the past.

(billions of yen)

	Jan. 1 - Mar.31, 2014	Jan. 1 - Mar.31, 2015	YoY	Full-year estimate for fiscal 2015	Fiscal 2014 Actual	YoY
Domestic wines	1.4	1.2	86%	6.0	5.6	106%
Imported wines	1.7	1.6	94%	9.5	8.3	115%
Wine (total)	3.1	2.8	91%	15.5	13.9	111%
Spirits (total)	1.2	1.1	90%	6.9	5.7	120%
Shochu (total)	3.5	3.3	94%	15.0	14.7	103%

### Beer (International)

(10,000 cases)

	Jan. 1 - Mar.31, 2014	Jan. 1 - Mar.31, 2015	YoY	Full-year estimate for fiscal 2015	Fiscal 2014 Actual	YoY
SLEEMAN BREWERIES LTD. (*2)	250	257	103%	1,267	1,237	103%
Sapporo brand	103	134	130%	561	488	115%

\*2 : Excludes contracted manufacturing for the Sapporo brand and sales of the Sapporo brand in Canada .

### Soft Drinks (POKKA SAPPORO FOOD & BEVERAGE)

(10,000 cases)

	Jan. 1 - Mar.31, 2014	Jan. 1 - Mar.31, 2015	YoY	Full-year estimate for fiscal 2015	Fiscal 2014 Actual	YoY
Soft Drinks (*3)	921	920	100%	4,503	4,464	101%

\*3 : Excludes sales other than Japan

**Consolidated Results (Three Months ended March 31, 2015)**

**Condensed Consolidated Statements of Income**

(billions of yen)

	Three months ended March 31, 2014	Three months ended March 31, 2015	Change	Change (%)
Japanese Alcoholic Beverages (*1)	59.0	51.2	(7.8)	(13.3)%
International Business	10.4	16.0	5.5	53.3%
Food & Soft Drinks	29.8	29.3	(0.4)	(1.7)%
Restaurants (*1)	5.8	5.8	0.0	0.4%
Real Estate	5.6	4.7	(0.8)	(15.7)%
Other	1.3	1.3	(0.0)	(0.3)%
<b>Net sales</b>	<b>112.0</b>	<b>108.4</b>	<b>(3.6)</b>	<b>(3.2)%</b>
Japanese Alcoholic Beverages (*1)	(1.1)	(2.3)	(1.1)	-
International Business	(0.8)	(1.2)	(0.3)	-
Food & Soft Drinks	(0.7)	(1.2)	(0.4)	-
Restaurants (*1)	(0.3)	(0.3)	(0.0)	-
Real Estate	2.2	1.7	(0.5)	(24.5)%
Other	0.0	(0.0)	(0.0)	-
General corporate and intercompany eliminations	(0.8)	(0.8)	0.0	-
<b>Operating income</b>	<b>(1.7)</b>	<b>(4.3)</b>	<b>(2.6)</b>	<b>-</b>
<b>Operating income before goodwill amortization</b>	<b>(0.7)</b>	<b>(3.3)</b>	<b>(2.6)</b>	<b>-</b>
Non-operating income	0.3	0.7	0.4	121.4%
Non-operating expenses	0.9	0.9	0.0	0.7%
<b>Ordinary income</b>	<b>(2.3)</b>	<b>(4.5)</b>	<b>(2.2)</b>	<b>-</b>
Extraordinary gains	0.0	7.7	7.6	-
Extraordinary losses	2.7	0.4	(2.2)	(82.6)%
<b>Income before income taxes and minority interests</b>	<b>(5.0)</b>	<b>2.7</b>	<b>7.7</b>	<b>-</b>
Income taxes	(1.1)	1.9	3.0	-
Minority interests (loss)	(0.0)	(0.1)	(0.0)	-
<b>Net Income</b>	<b>(3.8)</b>	<b>0.8</b>	<b>4.6</b>	<b>-</b>

\*1 : Effective the fiscal year ending December 31, 2015, New Sanko Inc., previously included under the Japanese Alcoholic Beverages segment, has been reclassified to the Restaurants segment. Accordingly, the consolidated financial statements for the fiscal year ended December 31, 2014 have been retroactively adjusted to reflect these changes.

**Sales Breakdown for Japanese Alcoholic Beverages**

**Sales (including liquor tax)**

(billions of yen)

	Three months ended March 31, 2014	Three months ended March 31, 2015	Change	Change (%)
Beer	29.9	27.8	(2.1)	(7.1)%
Happoshu	0.9	3.6	2.7	299.9%
New genre	18.3	10.7	(7.6)	(41.3)%
<b>Total</b>	<b>49.2</b>	<b>42.2</b>	<b>(6.9)</b>	<b>(14.1)%</b>

**Sales (excluding liquor tax)**

(billions of yen)

	Three months ended March 31, 2014	Three months ended March 31, 2015	Change	Change (%)
Beer	14.3	13.4	(0.9)	(6.7)%
Happoshu	0.5	2.0	1.5	298.0%
New genre	12.7	7.4	(5.2)	(41.3)%
<b>Total</b>	<b>27.6</b>	<b>22.9</b>	<b>(4.7)</b>	<b>(17.0)%</b>

Consolidated Results (Three Months ended March 31, 2015)

Breakdown of Key Changes

Numbers in parentheses mean decline in earnings.

(billions of yen)

Change factor		Three months ended March 31, 2014	Three months ended March 31, 2015	Income change	Details
Beer and related products		(1.3)	(2.6)	(1.4)	
Marginal profit (subtotal)				(2.9)	
Increase (decrease) in volume/product mix				(3.1)	Beer -0.7 Happoshu+0.8 New genre-3.1 Product mix +0.1
Other (*1)				0.2	RTD, Production costs, other factors
Fixed costs and other (subtotal)				1.6	
Sales promotion costs				0.8	Advertising and promotion expenses
Facility cost				0.6	Depreciation and amortization, etc.
Other				0.2	Personnel expenses, General and administrative expenses
Wine and spirits (*1)		0.2	0.3	0.1	
Other		(0.0)	0.0	0.1	
<b>Japanese Alcoholic Beverages</b>		<b>(1.1)</b>	<b>(2.3)</b>	<b>(1.1)</b>	
North America, etc.		(0.3)	(0.6)	(0.3)	
Increase (decrease) in volume/product mix.				(0.1)	Increase in volume, Increase in the price of raw ingredients of soft drinks
Marketing costs				0.0	SLEEMAN BREWERIES LTD., SAPPORO USA., INC.
Other				(0.0)	Personnel expenses, General and administrative expenses, etc.
Newly consolidated, Change in the accounting period				(0.2)	CPF(Feb. 24 to Mar.31), SSC(Jan. 1 to Mar. 31)
Vietnam		(0.6)	(0.6)	(0.1)	
Increase (decrease) in volume/product mix.				(0.0)	Increase in volume, Product mix, etc.
Marketing costs				0.0	
Other				(0.0)	Personnel expenses, etc.
<b>International</b>		<b>(0.8)</b>	<b>(1.2)</b>	<b>(0.3)</b>	
Japanese Food & Soft Drinks		(0.9)	(1.4)	(0.5)	
Increase (decrease) in volume / product mix				0.0	Increase in volume, Product mix, etc.
Production costs				(0.3)	Increase in the price of raw ingredients, Increase in production cost
Other costs				(0.0)	Decrease in personnel expenses, Increase in promotion expenses
Domestic Subsidiaries				(0.2)	Vending machine operators, and other
Other		0.2	0.2	0.0	International business, Restaurant, etc.
<b>Food &amp; Soft Drinks</b>		<b>(0.7)</b>	<b>(1.2)</b>	<b>(0.4)</b>	
Existing stores				0.1	
New stores / Refurbished stores				(0.1)	
<b>Restaurants</b>		<b>(0.3)</b>	<b>(0.3)</b>	<b>(0.0)</b>	
Rent				(0.5)	
Sales				(0.0)	
<b>Real Estate</b>		<b>2.2</b>	<b>1.7</b>	<b>(0.5)</b>	
Logistics business				(0.1)	
Other				(0.0)	
<b>Other</b>		<b>0.0</b>	<b>(0.0)</b>	<b>(0.0)</b>	
<b>General corporate and intercompany eliminations</b>		<b>(0.8)</b>	<b>(0.8)</b>	<b>0.0</b>	
<b>Operating income</b>		<b>(1.7)</b>	<b>(4.3)</b>	<b>(2.6)</b>	
<b>Operating income before goodwill amortization</b>		<b>(0.7)</b>	<b>(3.3)</b>	<b>(2.6)</b>	
Financial income (expense)		(0.5)	(0.2)	0.3	Reduction of Interest payments
Equity in income (losses) of affiliates		(0.0)	0.0	0.0	
Other		(0.1)	(0.1)	0.0	
<b>Non-operating income and expenses</b>		<b>(0.6)</b>	<b>(0.2)</b>	<b>0.4</b>	
<b>Ordinary income</b>		<b>(2.3)</b>	<b>(4.5)</b>	<b>(2.2)</b>	
Gain on sales of investment securities		0.0	7.4	7.3	
Other extraordinary gains		0.0	0.4	0.4	
Loss on sales/disposal of property, plant and equipment		(1.2)	(0.2)	0.9	
Other extraordinary losses		(1.6)	(0.2)	1.3	
<b>Extraordinary gains and losses</b>		<b>(2.7)</b>	<b>7.3</b>	<b>9.9</b>	
<b>Income before income taxes and minority interests</b>		<b>(5.0)</b>	<b>2.7</b>	<b>7.7</b>	
<b>Corporate tax, etc. / income and loss of minority shareholders</b>		<b>1.1</b>	<b>(1.8)</b>	<b>(2.9)</b>	
<b>Net Income</b>		<b>(3.8)</b>	<b>0.8</b>	<b>4.6</b>	

\*1. Effective the fiscal year ending December 31, 2015, some products for the commercial markets were reclassified from "Beer and related products" to "Wine and spirits". The adjustments were 0.1 billion yen for the three months ended March 31, 2014.

	Three months ended March 31, 2014	Three months ended March 31, 2015
Yen/US\$	102.78	119.17
Yen/CAN\$	93.10	96.00
Yen/EUR	140.80	134.00

Consolidated Results (Three Months ended March 31, 2015)

Segment Information

(billions of yen)

Three months ended March 31, 2014	Japanese Alcoholic Beverages	International	Food & Soft Drinks	Restaurants	Real Estate	Other	Corporate and eliminations	Consolidated total
Net sales (*1)	59.0	10.4	29.8	5.8	5.6	1.3	-	112.0
Operating income	(1.1)	(0.8)	(0.7)	(0.3)	2.2	0.0	(0.8)	(1.7)
(Operating income before goodwill amortization)	(1.1)	(0.5)	(0.1)	(0.3)	2.2	0.0	(0.8)	(0.7)
Sales promotion costs								
Sales incentives and commissions	4.4	0.0	3.0	0.0	0.0	0.0	(0.0)	7.5
Advertising and promotion expenses	4.3	0.3	0.9	0.2	0.0	0.0	(0.0)	5.8
Promotion items	0.9	0.8	0.0	0.0	0.0	0.0	(0.0)	1.7
Depreciation and amortization	2.2	0.5	1.7	0.1	1.0	0.0	0.3	6.0
Amortization of goodwill	0.0	0.3	0.6	0.0	0.0	0.0	0.0	0.9
EBITDA (*2)	1.1	0.0	1.5	(0.1)	3.3	0.0	(0.5)	5.2

Three months ended March 31, 2015	Japanese Alcoholic Beverages	International	Food & Soft Drinks	Restaurants	Real Estate	Other	Corporate and eliminations	Consolidated total
Net sales (*1)	51.2	16.0	29.3	5.8	4.7	1.3	-	108.4
Operating income	(2.3)	(1.2)	(1.2)	(0.3)	1.7	(0.0)	(0.8)	(4.3)
(Operating income before goodwill amortization)	(2.3)	(0.8)	(0.6)	(0.3)	1.7	(0.0)	(0.8)	(3.3)
Sales promotion costs								
Sales incentives and commissions	4.2	0.0	3.4	0.0	0.0	0.0	(0.0)	7.7
Advertising and promotion expenses	3.7	0.3	0.7	0.2	0.0	0.0	(0.0)	5.2
Promotion items	0.7	0.8	0.0	0.0	0.0	0.0	(0.0)	1.6
Depreciation and amortization	2.0	0.6	1.5	0.1	1.0	0.0	0.2	5.8
Amortization of goodwill	(0.0)	0.4	0.5	0.0	0.0	0.0	0.0	0.9
EBITDA (*2)	(0.3)	(0.1)	0.9	(0.1)	2.7	0.0	(0.6)	2.3

Change	Japanese Alcoholic Beverages	International	Food & Soft Drinks	Restaurants	Real Estate	Other	Corporate and eliminations	Consolidated total
Net sales (*1)	(7.8)	5.5	(0.4)	0.0	(0.8)	0.0	-	(3.6)
Operating income	(1.1)	(0.3)	(0.4)	(0.0)	(0.5)	(0.0)	0.0	(2.6)
(Operating income before goodwill amortization)	(1.1)	(0.2)	(0.4)	(0.0)	(0.5)	(0.0)	0.0	(2.5)
Sales promotion costs								
Sales incentives and commissions	(0.2)	(0.0)	0.3	0.0	0.0	0.0	0.0	0.1
Advertising and promotion expenses	(0.5)	0.0	(0.1)	0.0	0.0	0.0	0.0	(0.6)
Promotion items	(0.1)	0.0	(0.0)	0.0	0.0	0.0	0.0	0.0
Depreciation and amortization	(0.2)	0.1	(0.1)	0.0	0.0	(0.0)	(0.0)	(0.3)
Amortization of goodwill	0.0	0.0	(0.0)	0.0	0.0	0.0	0.0	0.0
EBITDA (*2)	(1.4)	(0.1)	(0.6)	(0.0)	(0.5)	(0.0)	(0.0)	(2.9)

\*1 : Effective the fiscal year ending December 31, 2015, New Sanko Inc., previously included under the Japanese Alcoholic Beverages segment, has been reclassified to the Restaurants segment. Accordingly, the consolidated financial statements for the fiscal year ended December 31, 2014 have been retroactively adjusted to reflect these changes.

\*2: EBITDA= Operating income + Depreciation and amortization + Amortization of goodwill

**Consolidated Results ( Three Months ended March 31, 2015)**

**Condensed Consolidated Balance Sheets**

(billions of yen)

	December 31, 2014	March 31, 2015	Change	Primary Reasons
<b>Current assets</b>	156.3	129.4	(26.9)	
Cash and cash equivalents	9.7	9.2	(0.5)	
Notes and accounts receivable - trade	89.2	62.5	(26.6)	Seasonal factors, Bank holiday( Dec. 31)
Inventories	36.5	40.9	4.4	
Other	20.8	16.5	(4.2)	
<b>Fixed assets</b>	469.0	477.2	8.1	
Fixed assets	356.6	355.7	(0.8)	
Goodwill	29.9	35.2	5.3	Acquired the share of Country Pure Foods, Inc.
Investments and other assets	82.4	86.1	3.6	
<b>Total assets</b>	625.4	606.6	(18.7)	
<b>Current liabilities</b>	211.7	187.5	(24.1)	
Notes and accounts payable - trade	35.5	33.6	(1.8)	
Short-term debt	73.4	72.9	(0.5)	
Deposits received	9.6	9.2	(0.4)	
Other	93.1	71.7	(21.3)	Decrease in liquor taxes payable
<b>Long-term liabilities</b>	253.6	260.4	6.7	
Long-term debt	174.1	176.2	2.1	
Employees' retirement benefits	4.5	9.1	4.6	The effect of the change in calculation method for retirement benefit obligations and service costs
Other	75.0	75.0	(0.0)	
<b>Total liabilities</b>	465.4	448.0	(17.4)	
Shareholders' equity	133.1	128.2	(4.9)	Distribution of dividends(-2.7), The effect of the change in calculation method for retirement benefit obligations and service costs(-3.1)
Accumulated other comprehensive income	23.1	25.3	2.2	
Minority interests	3.7	5.0	1.3	
<b>Total net assets</b>	160.0	158.6	(1.3)	
<b>Total liabilities and net assets</b>	625.4	606.6	(18.7)	

**Financial Liabilities by segment**

(billions of yen)

	December 31, 2014	March 31, 2015	Change	Primary Reasons
Japanese Alcoholic Beverages	43.6	49.4	5.8	
International	18.7	30.8	12.1	
Food & Soft Drinks	11.7	4.1	(7.5)	
Restaurants	0.0	0.6	0.6	
Real Estate	135.5	135.3	(0.1)	
Other	0.3	0.1	(0.1)	
Corporate and eliminations	37.6	28.5	(9.1)	
<b>Total</b>	247.5	249.2	1.6	

## Overview of Segmentation Changes 2015

No change has been made to segmentation in the fiscal year ending December 31, 2015.

Reportable segment income refers to operating income. Equity-method affiliates are therefore omitted below

2014 Segmentation		2015 Segmentation	
Segment	Consolidated subsidiaries	Segment	Consolidated subsidiaries
Japanese Alcoholic Beverages	SAPPORO BREWERIES LTD.	Japanese Alcoholic Beverages	SAPPORO BREWERIES LTD.
	SAPPORO WINES LIMITED		SAPPORO WINES LIMITED
	YEBISU WINEMART CO., LTD.		YEBISU WINEMART CO., LTD.
	TANOSHIMARU SHUZO CO., LTD.		TANOSHIMARU SHUZO CO., LTD.
	SAPPORO ENGINEERING LIMITED		SAPPORO ENGINEERING LIMITED
	STARNET CO., LTD.		STARNET CO., LTD.
	NEW SANKO INC. (*1)		SHINSEIEN CO.,LTD.
	SHINSEIEN CO.,LTD.		
International	SAPPORO INTERNATIONAL INC.	International	SAPPORO INTERNATIONAL INC.
	SAPPORO U.S.A., INC.		SAPPORO U.S.A., INC.
	SAPPORO CANADA INC.		SAPPORO CANADA INC.
	SLEEMAN BREWERIES LTD.		SLEEMAN BREWERIES LTD.
	SAPPORO ASIA PRIVATE LIMITED		SAPPORO ASIA PRIVATE LIMITED
	SAPPORO VIETNAM LIMITED		SAPPORO VIETNAM LIMITED
	SILVER SPRINGS CITRUS, INC.		SILVER SPRINGS CITRUS, INC.
			COUNTRY PURE FOODS, INC. (Newly Consolidated)
Food & Soft Drinks	POKKA SAPPORO FOOD & BEVERAGE LTD.	Food & Soft Drinks	POKKA SAPPORO FOOD & BEVERAGE LTD.
	POKKA CREATE CO., LTD.		POKKA CREATE CO., LTD.
	PS BEVERAGE LTD		PS BEVERAGE LTD
	STAR BEVERAGE SERVICE CO., LTD.		STAR BEVERAGE SERVICE CO., LTD.
	POKKA SAPPORO HOKKAIDO LTD. (Newly Consolidated)		POKKA SAPPORO HOKKAIDO LTD.
	POKKA CORPORATION (SINGAPORE) PTE. LTD.		Nihon Beans Co.,LTD. (Newly Consolidated)
	POKKA INTERNATIONAL PTE. LTD.		POKKA CORPORATION (SINGAPORE) PTE. LTD.
	And another 8 companies		POKKA INTERNATIONAL PTE. LTD.
	And another 8 companies		
Restaurants	SAPPORO LION LIMITED	Restaurants	SAPPORO LION LIMITED
	SAPPORO LION (SINGAPORE) PTE.LTD.		NEW SANKO INC. (*1)
			SAPPORO LION (SINGAPORE) PTE.LTD.
Real Estate	SAPPORO REAL ESTATE CO.,LTD.	Real Estate	SAPPORO REAL ESTATE CO.,LTD.
	YGP REAL ESTATE CO., LTD.		YGP REAL ESTATE CO., LTD.
	TOKYO ENERGY SERVICE CO., LTD.		TOKYO ENERGY SERVICE CO., LTD.
	YOKOHAMA KEIWA BUILDING CO., LTD.		YOKOHAMA KEIWA BUILDING CO., LTD.
Other	SAPPORO FOODS NET CO., LTD.	Other	SAPPORO FOODS NET CO., LTD.
	SAPPORO GROUP MANAGEMENT LTD.		SAPPORO GROUP MANAGEMENT LTD.
	SAPPORO GROUP LOGISTICS CO., LTD.		SAPPORO GROUP LOGISTICS CO., LTD.
	SAPPORO LOGISTICS SYSTEMS CO., LTD.		SAPPORO LOGISTICS SYSTEMS CO., LTD.
Corporate and eliminations	SAPPORO HOLDINGS LTD.	Corporate and eliminations	SAPPORO HOLDINGS LTD.
	SAPPORO GROUP MANAGEMENT LTD.		SAPPORO GROUP MANAGEMENT LTD.

\*1. Effective the fiscal year ending December 31, 2015, New Sanko Inc., previously included under the Japanese Alcoholic Beverages segment, has been reclassified to the Restaurants segment.



**Consolidated Forecasts (Year ending December 31, 2015)**

\* Forecasts are unchanged from the figures announced on February 12, 2015.

**Condensed Consolidated Statements of Income**

(billions of yen)

	Year ended December 31, 2014	Year ending December 31, 2015 (Forecast)	Change	Change (%)
Japanese Alcoholic Beverages	281.8	290.2	8.3	3.0%
International	49.6	67.8	18.1	36.5%
Food & Soft Drinks	133.4	133.7	0.2	0.2%
Restaurants	26.3	27.2	0.8	3.2%
Real Estate	21.5	20.8	(0.7)	(3.3)%
Other	5.9	6.0	0.0	0.9%
Net sales	518.7	545.7	26.9	5.2%
Japanese Alcoholic Beverages	10.2	9.5	(0.7)	(6.9)%
International	0.1	1.0	0.8	478.2%
Food & Soft Drinks	0.1	0.7	0.5	477.7%
Restaurants	0.2	0.9	0.6	208.2%
Real Estate	7.6	7.9	0.2	2.7%
Other	0.1	0.2	0.0	8.7%
General corporate and intercompany eliminations	(3.9)	(3.9)	0.0	-
Operating income	14.7	16.3	1.5	10.7%
Operating income before goodwill amortization	18.4	20.7	2.2	11.9%
Non-operating income	2.8	2.3	(0.5)	(18.2)%
Non-operating expenses	2.9	3.4	0.4	14.3%
Ordinary income	14.5	15.2	0.6	4.4%
Extraordinary gains	4.7	7.5	2.7	58.7%
Extraordinary losses	16.5	9.4	(7.1)	(43.4)%
Income before income taxes and minority interests	2.6	13.3	10.6	393.5%
Income taxes	2.5	5.3	2.7	103.9%
Minority interests (loss)	(0.2)	0.0	0.2	-
Net Income	0.3	8.0	7.6	2,252.8%

**Condensed Consolidated Statements of Cash Flows**

	Year ended December 31, 2014	Year ending December 31, 2015 (Forecast)	Change	Change (%)
Cash flows from operating activities	22.2	42.5	20.2	90.7%
Cash flows from investing activities	(17.2)	(12.7)	4.5	-
Free Cash flows	5.0	29.8	24.7	489.5%

**Sales Breakdown for Japanese Alcoholic Beverages**

**Sales (including liquor tax)**

(billions of yen)

	Year ended December 31, 2014	Year ending December 31, 2015	Change	Change (%)
Beer	157.6	158.6	0.9	0.6%
Happoshu	14.8	24.4	9.6	65.0%
New genre	64.5	59.0	(5.4)	(8.5)%
Total	236.9	242.1	5.1	2.2%

**Sales (excluding liquor tax)**

(billions of yen)

	Year ended December 31, 2014	Year ending December 31, 2015	Change	Change (%)
Beer	77.0	77.1	0.1	0.2%
Happoshu	8.2	13.5	5.3	64.4%
New genre	44.7	40.8	(3.8)	(8.5)%
Total	129.9	131.6	1.6	1.3%

Consolidated Forecasts ( Year ending December 31, 2015 )

\* Forecasts are unchanged from the figures announced on February 12, 2015.

Breakdown of key income Changes

(billions of yen)

	Change factor	Year ended December 31, 2014	Year ending December 31, 2015 (Forecast)	Change	Details
Beer and related products		7.6	6.3	(1.3)	
Marginal profit	Subtotal			1.5	
	Increase (decrease) in volume / Product mix			1.6	Beer +0.5 Happoshu +2.9 New genre -2.2 Product mix +0.4
	Other (*1)			(0.1)	RTD, Production costs, other factors
Fixed and other costs	Subtotal			(2.8)	
	Sales promotion costs			(3.2)	
	Facility cost			0.8	Depreciation and amortization
	Other			(0.3)	
Wine and spirits (*1)		2.2	2.6	0.4	
Other		0.5	0.6	0.0	
<b>Japanese Alcoholic Beverages</b>		<b>10.2</b>	<b>9.5</b>	<b>(0.7)</b>	
North America and other		2.3	2.7	0.4	
	Increase (decrease) in volume / Product mix			1.5	Increase in volume (SLEEMAN+3%), Product mix
	Marketing costs			(0.7)	SLEEMAN, Sapporo U.S.A.
	Other			(0.3)	Personnel expenses, Country pure foods
Vietnam		(2.1)	(1.7)	0.4	
	Increase (decrease) in volume / Product mix			1.0	Increase in volume
	Marketing costs			(0.4)	
	Other			(0.1)	Increase in cost of logistics and warehouse
<b>International</b>		<b>0.1</b>	<b>1.0</b>	<b>0.8</b>	
Japanese Food & Soft Drinks		(1.2)	(0.8)	0.4	
	Increase (decrease) in volume / Product mix			1.4	Increase in volume, Product mix
	Production costs			(0.6)	Increase in cost of raw ingredients, Decrease in production costs
	Other costs			(0.6)	Increase in personnel expenses, Decrease in sales promotion costs
	Domestic Subsidiaries			0.2	
Other		1.3	1.5	0.2	International business, Restaurants, other factors
<b>Food &amp; Soft Drinks</b>		<b>0.1</b>	<b>0.7</b>	<b>0.5</b>	
	Existing stores			0.3	
	New stores / Refurbished stores			0.4	
<b>Restaurants</b>		<b>0.2</b>	<b>0.9</b>	<b>0.6</b>	
	Rent			0.5	
	Sales			(0.3)	
<b>Real Estate</b>		<b>7.6</b>	<b>7.9</b>	<b>0.2</b>	
	Logistics business			0.0	
	Other			0.0	
<b>Other</b>		<b>0.1</b>	<b>0.2</b>	<b>0.0</b>	
<b>General corporate and intercompany eliminations</b>		<b>(3.9)</b>	<b>(3.9)</b>	<b>0.0</b>	
<b>Operating income</b>		<b>14.7</b>	<b>16.3</b>	<b>1.5</b>	
<b>Operating income before goodwill amortization</b>		<b>18.4</b>	<b>20.7</b>	<b>2.2</b>	
	Financial income (expense)	(1.4)	(1.7)	(0.3)	
	Equity in income (losses) of affiliates	0.2	0.2	0.0	
	Other	1.0	0.6	(0.4)	
<b>Non-operating income and expenses</b>		<b>(0.2)</b>	<b>(1.2)</b>	<b>(1.0)</b>	
<b>Ordinary income</b>		<b>14.5</b>	<b>15.2</b>	<b>0.6</b>	
	Gain on sales of property, plant and equipment	3.5	7.5	4.0	
	Other extraordinary gains	1.2	—	(1.2)	
	Loss on sales/disposal of property, plant and equipment	(2.3)	(1.5)	0.8	
	Loss on impairment of property, plant and equipment	(0.9)	—	0.9	
	Additional liquor tax paid and other	(11.6)	—	11.6	
	Other extraordinary losses	(1.8)	(7.9)	(6.1)	
<b>Extraordinary gains and losses</b>		<b>(11.9)</b>	<b>(1.9)</b>	<b>10.0</b>	
<b>Income before income taxes and minority interests</b>		<b>2.6</b>	<b>13.3</b>	<b>10.6</b>	
<b>Change in income taxes and minority interests (loss)</b>		<b>(2.3)</b>	<b>(5.3)</b>	<b>(3.0)</b>	
<b>Net income</b>		<b>0.3</b>	<b>8.0</b>	<b>7.6</b>	

\*1 Effective the fiscal year ending December 31, 2015, some products for the commercial markets were reclassified from "Beer and related products" to "Wine and spirits" The adjustments of operating income for the fiscal year ended December 31, 2014 was 0.9 billion yen.

	Year ended December 31,2014	Year ending December 31,2015 (Forecast)
Yen/US\$	105.79	113.00
Yen/CAN\$	95.74	99.00
Yen/EUR	140.35	140.00

**Consolidated Forecasts ( Year ending December 31, 2015 )**

\* Forecasts are unchanged from the figures announced on February 12, 2015.

**Segment Information**

(billions of yen)

Year ended December 31, 2014	Japanese Alcoholic Beverages	International	Food & Soft Drinks	Restaurants	Real Estate	Other	Corporate and eliminations	Consolidated total
Net sales	281.8	49.6	133.4	26.3	21.5	5.9	—	518.7
Operating income	10.2	0.1	0.1	0.2	7.6	0.1	(3.9)	14.7
(Operating income before goodwill amortization)	10.2	1.4	2.6	0.2	7.6	0.1	(3.9)	18.4
Sales promotion costs								
Sales incentives and commissions	20.4	0.1	13.1	0.0	0.0	0.0	(0.1)	33.5
Advertising and promotion expenses	15.3	1.6	4.1	0.9	0.6	0.0	(0.0)	22.6
Promotion items	3.7	3.1	0.0	0.0	0.0	0.0	(0.0)	6.8
Depreciation and amortization	9.9	2.1	6.7	0.6	4.2	0.0	0.6	24.4
Amortization of goodwill	0.0	1.2	2.5	0.0	0.0	0.0	0.0	3.7
EBITDA (*1)	20.1	3.5	9.4	0.9	11.9	0.2	(3.3)	42.9
Capital expenditures (cash basis)	3.3	2.0	4.4	1.3	6.3	0.0	1.5	19.1
Payment of lease obligations	0.0	0.1	3.1	0.0	0.0	0.0	0.0	3.3

Year ending December, 31, 2015 (Forecast)	Japanese Alcoholic Beverages	International	Food & Soft Drinks	Restaurants	Real Estate	Other	Corporate and eliminations	Consolidated total
Net sales	290.2	67.8	133.7	27.2	20.8	6.0	-	545.7
Operating income	9.5	1.0	0.7	0.9	7.9	0.2	(3.9)	16.3
(Operating income before goodwill amortization)	9.5	3.1	3.0	0.9	7.9	0.2	(3.9)	20.7
Depreciation and amortization	9.4	2.0	6.1	0.7	4.2	0.1	0.0	22.5
Amortization of goodwill	0.0	2.1	2.3	0.0	0.0	0.0	0.0	4.4
EBITDA (*1)	18.9	5.1	9.1	1.6	12.1	0.3	(3.9)	43.2
Capital expenditures (cash basis)	4.8	1.8	2.2	0.8	5.9	0.0	1.0	16.5
Payment of lease obligations	0.0	0.0	3.3	0.0	0.0	0.0	0.0	3.3

Change	Japanese Alcoholic Beverages	International	Food & Soft Drinks	Restaurants	Real Estate	Other	Corporate and eliminations	Consolidated total
Net sales	8.3	18.1	0.2	0.8	(0.7)	0.0	0.0	26.9
Operating income	(0.7)	0.8	0.5	0.6	0.2	(0.0)	0.0	1.5
(Operating income before goodwill amortization)	(0.7)	1.6	0.3	0.6	0.2	(0.0)	0.0	2.2
Depreciation and amortization	(0.5)	(0.1)	(0.6)	(0.0)	0.0	0.0	(0.6)	(1.9)
Amortization of goodwill	0.0	0.8	(0.2)	0.0	(0.0)	0.0	0.0	0.6
EBITDA (*1)	(1.2)	1.5	(0.3)	0.6	0.1	0.0	(0.5)	0.2
Capital expenditures (cash basis)	1.4	(0.2)	(2.2)	(0.5)	(0.4)	0.0	(0.5)	(2.6)
Payment of lease obligations	0.0	(0.1)	0.1	0.0	0.0	0.0	0.0	0.0

\*1 : EBITDA= Operating income + Depreciation and amortization + Amortization of goodwill

\*2 : Full year estimate for sales promotion costs is not disclosed.