

Group Structure Reorganization

Sapporo Holdings has decided to reorganize its Group Structure from spring 2020. In line with the new Group Management Plan 2024 also announced today, the Group Structure will be reorganized to create a more highly effective business-oriented organizational structure in which each operating company is responsible for its entire value chain. This new structure will promote the sustained development of Group customers and employees and all other stakeholders, which will in turn contribute to the sustained development of the Sapporo Group.

Details

1. Alcoholic beverages business in North America

On April 1, 2020, the following subsidiaries will be transferred from Sapporo Holdings Limited to Sapporo Breweries Limited in order to facilitate the implementation of a unified global brand strategy that will accelerate the global expansion of the Group's alcoholic beverages business.

(1) SAPPORO U.S.A., INC. (alcoholic beverages distributor)

(2) SLEEMAN BREWERIES LTD. (alcoholic beverages manufacturer/distributor)

* Please see the link below for details:

< URL : <https://www.sapporoholdings.jp/en/news/items/20200213en-tekijikaiji-kaishabunkatsu.pdf> >
(Amendment)

< URL : https://www.sapporoholdings.jp/en/news/items/20200214amendment_notice_concerning_company_split.pdf >

2. Reorganization of the Food & Soft Drinks segment

To facilitate the flexible creation of a portfolio of food and soft drink businesses in Japan and overseas and to realize food innovations that can bring new and positive changes to people's lifestyles, a new company will be established on July 1, 2020 (tentative) to drive the Food & Soft Drinks segment with POKKA SAPPORO Food & Beverage Ltd.

[Outline of new company]

Company name: Sapporo Group Foods Co., Ltd.

Location: 20-1, Ebisu 4-chome, Shibuya-ku, Tokyo

Business: (1) Reorganization and development of peripheral domestic food businesses

(2) Advancement of overseas soft drinks business growth strategies and support for expansion of overseas food businesses

Capital: To be determined

Establishment date: July 1, 2020 (tentative)

Group companies: (1) POKKA CREATE Co., LTD.

(2) Foremost Blue Seal, Ltd.

(3) Shinsyu-ichi Miso Co., Ltd.

(4) POKKA PTE. LTD.

Shareholder: Sapporo Holdings Limited. 100%

To prepare for the establishment of the new company, a Sapporo Group Foods Establishment Preparation Department is scheduled to be set up within Sapporo Holdings this spring.

3. Logistics structure

SAPPORO GROUP LOGISTICS COMPANY LIMITED will be reestablished as a jointly owned company with capital from Sapporo Breweries Limited. and POKKA SAPPORO Food & Beverages Ltd., with the aim of strengthening Group logistics functions to achieve greater flexibility and more optimal functionality.

4. New Group structure

