

Marketing Strategy for Asahi Breweries



March 19, 2024

Asahi Breweries, Ltd.

Overview of 2023 Marketing Initiatives

2023 Review

In addition to improving brand value primarily for *Super Dry*, we worked hard to create various new innovative products and create new value with a view to 2024 and beyond



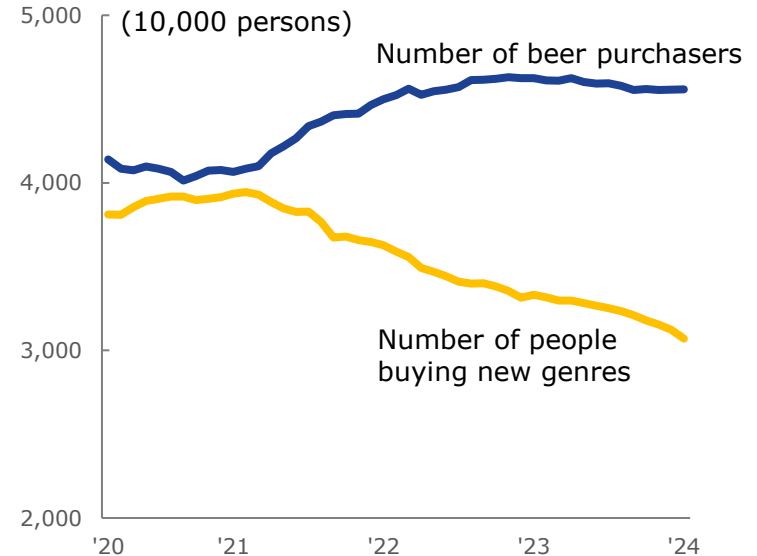
2023 Review: Beer

Offered a more diverse choice of beer and new drinking settings and scenarios



- > A return to beer following the liquor tax revisions, boosted *Super Dry* (excluding *Dry Crystal*) sales volume by +4% YoY
- > Proposed new lifestyles with future-oriented beer products
- > Launched *SHOKUSAI* premium beer as the second new *Nama Jokki Can*
- > Held a Beer Revival General Election to reissue past products as candidates

Higher purchases on renewed beer drinking



Source: Asahi Breweries own research

2023 Review: Rugby World Cup

A great opportunity to raise awareness of *Super Dry* among customers worldwide through local match venues, fan zones, TV commercials



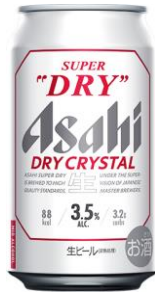
- Offered *Super Dry* at local match menus and fan zones
(Record attendance at a rugby world cup of approx. 2.4 million)
- Over 800 million global TV viewers
- Our “Aaah!” “SUPER TRY” advertising slogan was talked about in Japan too
- Over 100,000 people took part in the public viewings in Japan
- The number joining in the communal toast at the public viewing set a new Guinness Book record

2023 Review: Launch of *Dry Crystal*

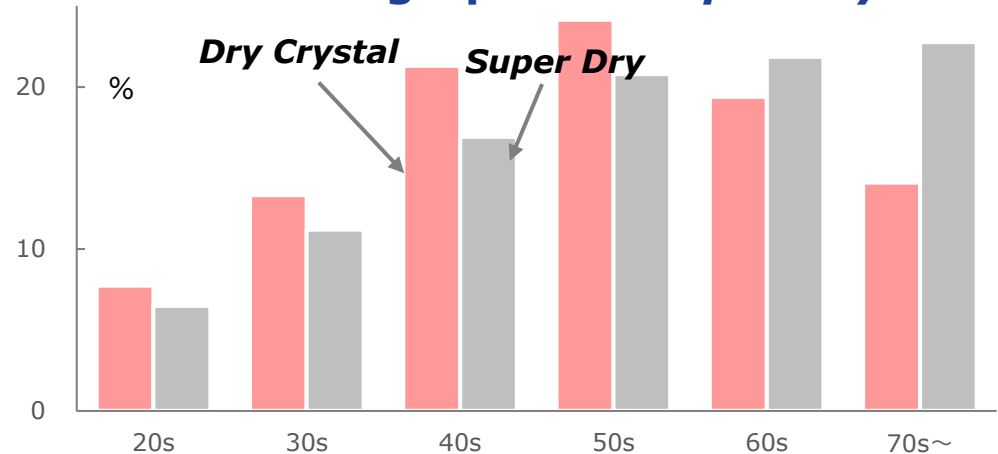
Our *Dry Crystal* released in October 2023 successfully sparked new demand for beer

Sales topped 1 million boxes* roughly 1 week after release

(*Based on 20x633ml large bottles per box)



Acquired a different purchaser demographic to *Super Dry*



2023 Review: Improved Beer Product Mix



Consistently improved product mix through continued investment in core brands and strategic pricing



Unit sales price (excl. liquor tax) of Asahi Breweries beer-type volume (2019=100)

2023 Review: Asahi RTD INNOVATION 2025 Launch *Asahi*

Developed innovative products based on their emotional value to customers as part of our aim to expand RTD business 1.5 times by 2025 vs. 2022

Launched four new brands one after the other in limited regions

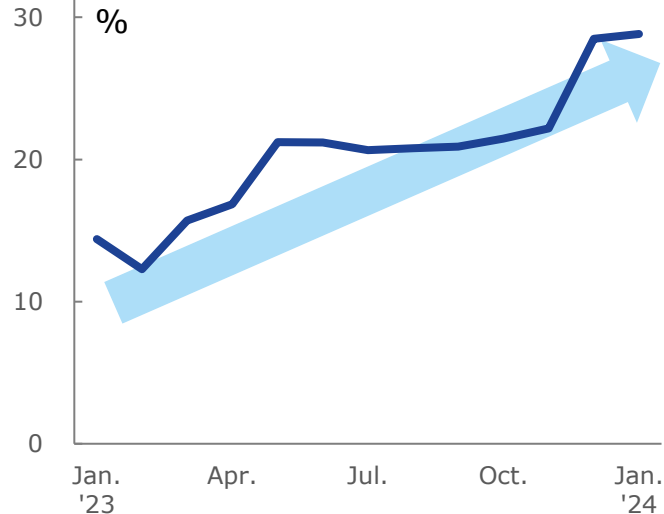


Trial online-only sales of new brand that uses full open-can technology



Created new smart drinking (Sumadori) opportunities and expanded customer choice

Smart drinking awareness roughly doubled



Implemented Yoshimoto Kogyo collaboration
Opened THE 5th by SUMADORI-BAR
Pre-released *Asahi Zero* in Kinki area in October



Source: Asahi Breweries

Marketing Strategy for 2024 and Beyond

2024 Marketing Strategies



Accelerate 2023 momentum in 2024 and beyond

- > Expect beer regression trend to continue until the 2026 liquor tax revision
- > Induce recovery in post-Covid on-premise market
- > Ensure strong momentum for each brand through sustained advertising and promotion
- > Start developing brands that offer unique value and innovative products
- > Carve new markets
Increase acceptance of a smart drinking society

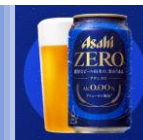
Focus on *Super Dry, Asahi Nama Beer*
Strengthen beer



Key category with unique value items
「High-value」



Expand category, create new markets
Smart category



Celebrate 90th anniversary,
strengthen brand ahead of centenary

Nikka Whisky



Fun, exciting places to try out different brands
On-premise market



Create opportunities for customers to experience the satisfying “karakuchi” taste of our most important brand



Total sales of the *Super Dry* brand (including *Dry Crystal*) remain buoyant, recording a cumulative +20% YoY increase in February 2024

Nama Jokki Can, Dry Crystal

Strengthen beer **Asahi**

Strengthen the *Super Dry* brand with the innovative *Nama Jokki Can* and *Dry Crystal* that suggests new ways of experiencing and enjoying beer

Continuously appeal the unique value of innovative products and advertise the “beer on a fine day” scene to expand drinking scenarios

Create new demand and new markets by proposing new lifestyles



Asahi

1日あたりのアルコール量を
気にする時代へ

500ml缶でも、
一罐です!

スーパードライ 350ml
純アルコール14g

14g

スーパードライ 350ml
純アルコール14g

DRY
DRY CRYSTAL
35%
純アルコール14g

14g

Asahi

Alc.3.5%で本格的な
生ビールのうまさ実現!

仕事で夜遅くなる
こともあって、1日
を振り返りながら
ちょっと飲みたい。

そんな日ってある
じゃないですか。
そういう日に、丁度
いいんですよ。

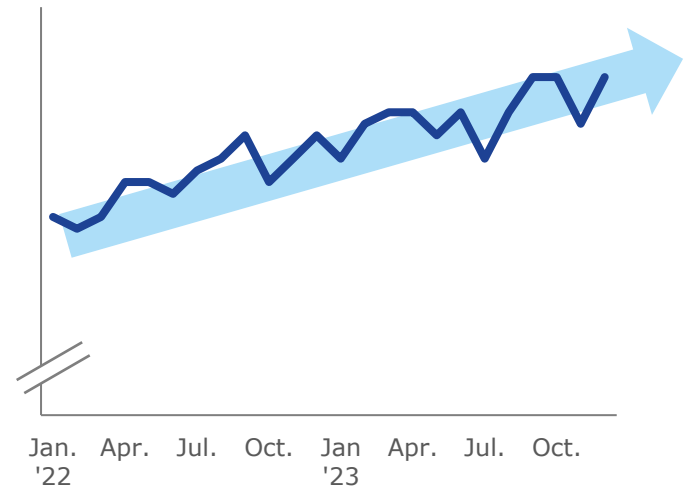
もう僕は、こっこのドライですね、DRY CRYSTAL

Continue our “Otsukarenama” mobile events for Japan to help convey the brand’s worldview across the nation

Our aim is to enable 10 million people to experience the brand by sending our Maru F Alley cart around Japan and holding several one-off Maru F Alley events



Brand power continues to rise



Source: Kantar Japan - Brand Equity Survey

Premium Beer *SHOKUSAI*

Strengthen beer

High-value

Asahi

Sold exclusively at convenience stores from July 2023 as a *Nama Jokki Can* premium beer

Simultaneous release across all channels in Japan and in South Korea* from March 2024

*Sold through Group company LOTTE Asahi Liquor Co., Ltd. in South Korea



RTD Gin-based Sugar-free Citrus Sour: GINON



Confirmed high potential through limited area releases in 2023. Nationwide launch set for April 2024

Developing products offering unique value in the RTD market where liquor tax rates were kept unchanged in the October 2023 round of liquor tax revisions

Proactive information communication through tasting events, street sampling, and commercials in major cities across the country



Innovative Product: *Mirai no Lemon Sour*

Asahi

Lemon slices float to the top when you open the lid.
 Limited release of the world's first* *Mirai no Lemon Sour* in the RTD market

*The first chu-hai (shochu cocktail) canned drink that contains lemon slices and a fully-removable top (December 2022 Mintel database and proprietary survey research)



Mirai no Lemon Sour Special Features

Illustrate the way the lemon slices float to the top, which is the product's standout feature, through a combination of 8 different can designs



Smart Category: Creating New Markets

Develop innovative products and create new markets. Also, offer more drinking scenarios and create new customer contact points

Expand products with 3.5% or lower alcohol content



Create venues and opportunities to try smart drinking



Nationwide Asahi Zero launch set for April following test sales in Kinki area in October 2023



Test sales period

Repeated purchase intention rate

75.1%

Satisfaction level after tasting

86.3%

Source: Asahi Breweries survey conducted in November 2023 in the Kinki area (6 prefectures)

From the 90th to the 100th Nikka Anniversary *Asahi*

**Suggest ways to freely enjoy whisky to customers.
Cultivate a more diverse drinking culture through
whisky**

NIKKA WHISKY

**Increase value of existing
brands**



**90th anniversary
commemorative product,
new brand launch**



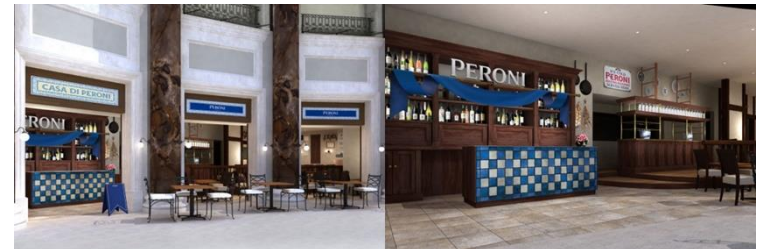
On-premise Market Initiatives

Set up a dedicated on-premise marketing department within the company

Help reinvigorate the on-premise market, focus on branding centered around High-value products

Creating a project together with JTB and Tablecross Inc. to invigorate food and beverage demand among foreign visitors

Becoming an official marketing partner at the Immersive Fort Tokyo theme park



2024 Marketing Strategy



Achieve sustainable medium- to long-term growth by:
strengthening existing brands,
nurturing brands that offer unique value,
inspiring innovation





Thank you!