



# Let's take a look at our destination.

This is the goal of our sustainability activities.

## Asahi Group Philosophy

**Deliver on our great taste promise and bring more fun to life**

### Asahi Group Sustainability Principles

1. The Asahi Group is striving to realize the tastiness of products and services that exceed consumer expectations, using the blessings of nature. We preserve finite nature to hand down the important blessings of nature to future generations.
2. The Asahi Group is striving to bring more fun to life through its products and services. We build a sustainable society to allow a better life to be inherited.

### Asahi Group Sustainability Principles

Based on the Sustainability Principles, we will strive to create values toward a better future in all regions where we operate by incorporating **Environment** **People** **Communities** **Health** and **Responsible Drinking** into our corporate strategy.

Through these initiatives, we will continue to take on challenges and innovation to contribute to achieving the United Nations Sustainable Development Goals (SDGs).

Based on the above,  
we have summarized / represented / materialized the motive behind  
our sustainability initiatives, our approach, and our intended actions.

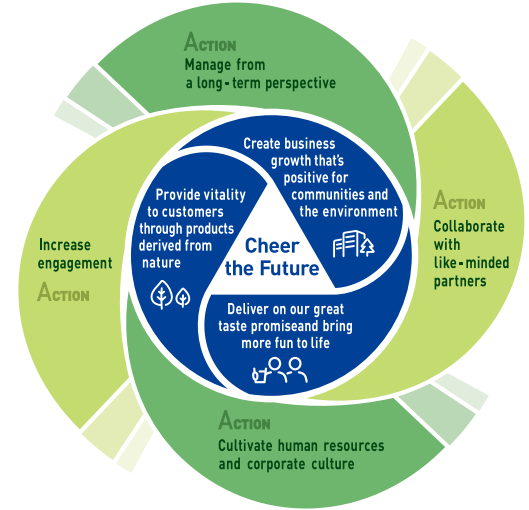
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Our promise for the future

# Cheer the Future

Our promise for the future — the slogan that aligns our intentions on these initiatives.

“Cheer the Future” means “To invigorate our precious future.”  
The windmill on the right shows how our sustainability strategy is structured. The central part of the windmill is our sustainability story in a nutshell, and the four actions on the blades are what make it happen.



Please see the next page for the key points on promoting windmills and the themes to address.

## Sustainability Stories 4 stories behind “Cheer the Future”

### Create lasting brand value

For over 100 years, we have worked with the blessings and the power of nature to deliver on our great taste promise to consumers around the world. We are proud that our products have helped encourage people-to-people connections, create communities, and bring more fun to life for everyone - a heritage we aim to continue well into the future.

### Adapt to the future

We accept our special responsibility to manage the potentially harmful effects our business may have on the environment and society at large. Going forward, we are committed to achieving sustainable growth while pursuing sustainability as essential synonymous with pursuing business itself.

### Actively embrace change

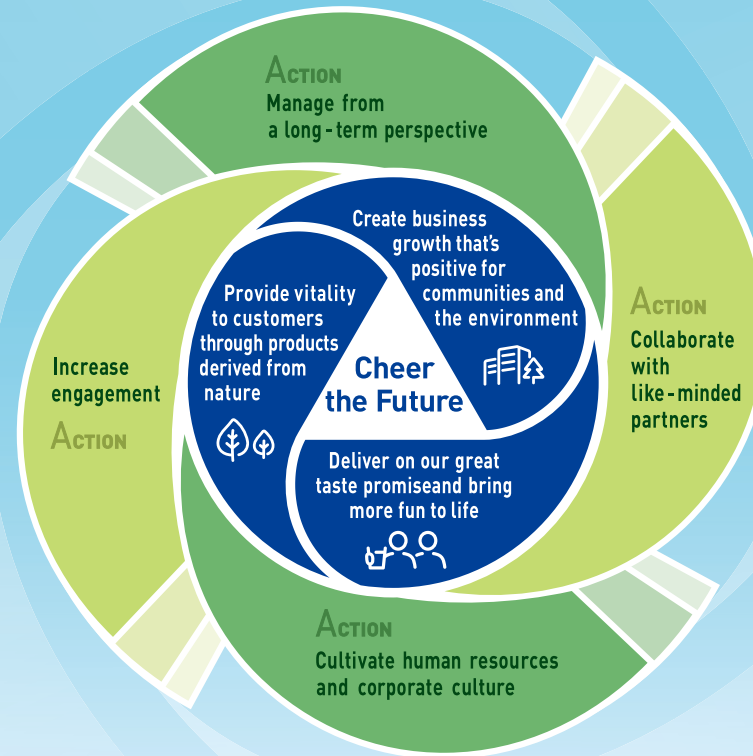
Envisioning a better future, we aim to build sustainable ecosystem and circular economy through decarbonization and the effective use of water resources, connect people to their wonderful communities, and create measures and drinking opportunities to reduce the harmful use of alcohol, sharing ideas and technologies with stakeholders toward realization.

### Our promise to the future

We will continue to deliver on our great taste promise and bring more fun to life for everyone by building value together with nature, community, and society at large for making the one and only future shine. With our concept “Cheer the Future,” we aim to take action toward a better world for all.

# Engagement and co-creation with stakeholders will navigate us towards Cheer the Future.

To broaden stakeholder understanding and foster trust and sympathy.



To expand the scale of our activities and accelerate them by collaborating with our stakeholders.

These actions will allow us to discuss how to resolve our issues and collaborate on solutions that will sustain our society and business, particularly in the areas of

**Environment** **People** **Communities** **Health** and **Responsible Drinking**.

## Material issues



## Key initiatives

- Respond to climate change  
**Asahi Carbon Zero**
- Respond to plastic issue  
**3R+Innovation**

- Realize sustainable communities through the creation of people-to-people connections  
**RE:CONNECTION**

- Reduction in inappropriate drinking / Solution of social issues through creation of new drinking opportunities  
**Responsible Drinking Ambassador**

## Objectives

**Realizing sustainability across the value chain.**

As a group, we aim to manage risk and create opportunities while aspiring to make a positive impact for business and society with our products and services.

**We will introduce initiatives through engagement and co-creation.**

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# We will protect the power of nature by manufacturing our products in a way that is harmonious with the Earth.

## Respond to climate change

The Asahi Group recognizes that climate change is an issue that must be addressed and have set goals for "Asahi Carbon Zero," aiming for "zero" CO<sub>2</sub> emission by 2050. The group will continue to take actions to achieve this goal.

### Using Green Power for Beer Brewing and Manufacturing

We will utilize "Green Power" (generated by wind and biomass) at our beer manufacturing facilities in Japan and Group HQ building to reduce CO<sub>2</sub> emissions.

### Adopting renewable energy through corporate PPAs (Australia)

Asahi Holdings (Australia) Pty Ltd is purchasing renewable energy through corporate power purchase agreements (PPAs).

### Using Heat from Biomass Power (Netherlands)

Our Royal Grolsch brewery in Europe uses natural gas and biomass-generated heat energy to reduce CO<sub>2</sub> emissions when manufacturing products.

## Our Goal

CO<sub>2</sub> emission : Base year - 2019

2030

2050

Scope 1,2 **70% reduction**

Scope 3 **30% reduction**

CO<sub>2</sub>

0

## Respond to plastic issue

Promoting 3R (reduce, reuse, and recycle) for sustainable packaging. The Asahi Group has set goals for sustainable packaging (especially plastic) with the "3R+Innovation" objective.

Achieve a **100%** conversion to eco-friendly materials for PET bottles by 2030

### 3R+ Innovation

### Expanding the Sales of Unlabeled Products

Asahi Beverages in Japan has led the industry by reducing use of 90% of PET resins with "label-less products," and continues to expand this initiative.

### Promote recycled PET resins

In Oceania, we are shifting to bottles made from 100% recycled PET resins for our mineral water products. We extended this initiative to Japan in 2019 and began using bottles made from recycled PET resins for some of our primary products. We will expand the scope of this initiative.

MORE DETAILS →



# We also consider sustainability when procuring raw materials and resources.

## Sustainable raw material procurement

We procure raw materials and resources in an environmentally and socially friendly way. We promote a stable agricultural procurement framework to avoid depleting farms and orchards. We assess environmental and human rights issues of local communities and orchards to understand supplier risks and act accordingly.

### Risk analysis for primary raw materials

We work with local farmers and research institutes regarding barley and hops in Europe to alleviate environmental burdens. We also work with farmers suffering from unstable hops production due to lack of water to manage water volumes for hops production under different climate conditions to develop a framework for stable production of high-quality raw materials.

### Support dairy farming in Malaysia

Etika Dairies Sdn. Bhd., a Malaysian producer of dairy products, supports dairy farmers who can provide a certain production volume and satisfy certain quality standards through a financial incentive program. The greatest effects of this program are the improvements to raw material quality, the stable supply, and the development of a sustainable procurement system.

## Secure a sustainable water source

Water is an essential resource for our group. To secure a sustainable water source, we will reduce the amount of water used at our factories and take action against water risks. We will continue to protect our forests to pass clean water, air, and the blessings of nature to future generations.

### Conserving the "Asahi Forest" in Japan

The "Asahi Forest" is spread across 2,165ha of land owned by the Asahi Group. It serves nearby communities by alleviating flood and drought issues, purifying water, preventing sediment runoffs and landslides, absorbs and stores carbon dioxide, and protects biodiversity by providing a place for wildlife to grow and flourish. By 2025, our goal is to become "water neutral" by generating and securing the same amount of water used for beer factories in Japan from the "Asahi Forest."

Realize **water neutrality** at beer factories in Japan by 2025

### Reduce water usage at the Yatala factory in Australia

At our water recycling facility, we produce high-quality regenerated water to use in various factory processes (save product manufacturing), such as cleaning steam generators and manufacturing tanks and creating steam for heat sterilization. This helps us reduce the water we need to obtain from our precious water source. Our Yatala factory also has investigated and improved its manufacturing processes, allowing it to succeed at using water at an average of 2 m<sup>3</sup>/kl. The Yatala factory has become one of the leading factories in the industry for reducing water use.

Water sourcing goals for 2030 : Less than **3.2** m<sup>3</sup>/kl



[MORE DETAILS](#) →



# We help build a sustainable society by creating a fun lifestyle culture.



People

## Respect for human rights

Our HR policy explicitly states our respect for human rights and diversity. We will not take actions that are discriminatory or those that undermine the dignity of individuals. We will not use forced labor or child labor. We believe that these actions are necessary for a fun life.

### Human rights due diligence

As per Asahi Group's HR policy, we will prioritize human rights risks in our "supply chains" and among "Asahi group employees" and "develop a remedy framework for victims of human rights violations."

### Hold discussions with NGOs and experts

To foster a culture that truly respects human rights, we hold discussions with NGO and experts on a wide range of themes. This broadens our understanding on human rights risks and prepares us for potential risks.

## Promote diversity, equity, and inclusion

We share the values and ideas of Diversity, Equity, and Inclusion at a global level and act accordingly. Respecting diverse cultures, ethnic groups, genders, and individualities all over the world creates an environment that allows our staff to pursue ambitious goals.

### Promote diverse talent

We provide training courses to broaden respect for diversity. We have set target objectives for the ratio of female executives and managers to create a work environment that is friendly to all, regardless of gender.

### Support diverse ways of working

At the Asahi Group, we believe that a safe and healthy work environment is important to grow our business. We have implemented policies (such as vacations and support systems) that allow employees to vigorously engage in work.

**40%** Female representation globally in leadership roles by 2030

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Communities

## Building sustainable communities with people-to-people connections

We have implemented global initiatives to help create people-to-people and people-to-community connections. We have focused on "Food," "Regional Environments," and "Disaster Relief" and are resolving regional issues through our business.

### Transforming waste coffee beans to craft beer

Local Japanese cafes and roasters have long been concerned with the disposal of coffee beans used for test roasting. In collaboration with persons with disabilities working at local welfare institutions, we took on the challenge to upcycle these waste coffee beans to develop a rich craft beer.

### Production & distribution of hand sanitizer

The supply of alcohol-based sanitizers ran short in response to COVID-19. Asahi factories around the world immediately took action by manufacturing disinfectants and supported frontline workers by freely distributing these disinfectants.

### Provide water to farms suffering from drought

Water from the beer brewing process is treated for provision to Australian farms that are suffering from or are in constant fear of drought. We work with local shipping companies to deliver 680K liters of water to these farms annually.

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# We have committed to pursuing deliciousness that exceed your expectations for a richer society.



## Create value of health

We promote our customers' health by developing products that use yeast and lactic acid bacteria, which provide various health benefits to our bodies.



### Initiatives for reducing sugar

Sugar is one of prime factors in health issues. Actions to prevent excessive consumption of sugar are being taken all around the world. We promote consumer health through the development of sugar-free products in our Oceania and Malaysian beverage businesses.

### Yeasts, lactic acid bacteria, and fermentation techniques

Leveraging more than 100 years of research and extensive resources on yeasts and lactic acid bacteria allows the Asahi Group to commit to developing healthy products.

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Responsible Drinking

## Resolving alcohol-related issues with new drinking opportunities

### Reduction in inappropriate drinking

The Asahi Group collaborates with other companies and organizations in the alcoholic beverage industry to find solutions to social problems caused by inappropriate drinking. We seek to create a world with fewer alcohol-induced problems.

The Asahi Group promotes non-alcohol and low-alcohol beverages to accommodate people who cannot drink and those who want to manage appropriate alcohol consumption.

Ratio of non-alcohol & low-alcohol products by 2025 **15%**

### Incorporating non-alcohol beverages in our lifestyles

We are offering more options of non-alcohol beverages as means to maintain a balanced lifestyle.

Alcohol by volume **0.0%**

### New proposal from Japan : Semi-alcohol beverages

To offer accommodate the needs of our consumers, we have developed new genre of beverages that are only 0.5% in alcohol by volume. We hope that this will create new drinking opportunities while providing a solution to alcohol-induced social issues.

Alcohol by volume **0.5%**

### Formulating a global standard for e-Commerce

Due to development of e-Commerce, deregulation of online sales of alcohol beverages became a trend around the world. These deregulations have allowed minors to purchase alcohol beverages and has become a grave social issue. To present inappropriate drinking, IARD\* has formulated a global standard for e-Commerce.

### Product label information

In Japan, Asahi discloses information on the pure alcohol content of its beverages on product labels and its website to allow consumers to manage their alcohol consumption.

\*IARD: A non-profit organization dedicated to promoting responsible drinking



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