



Partnership in Russia

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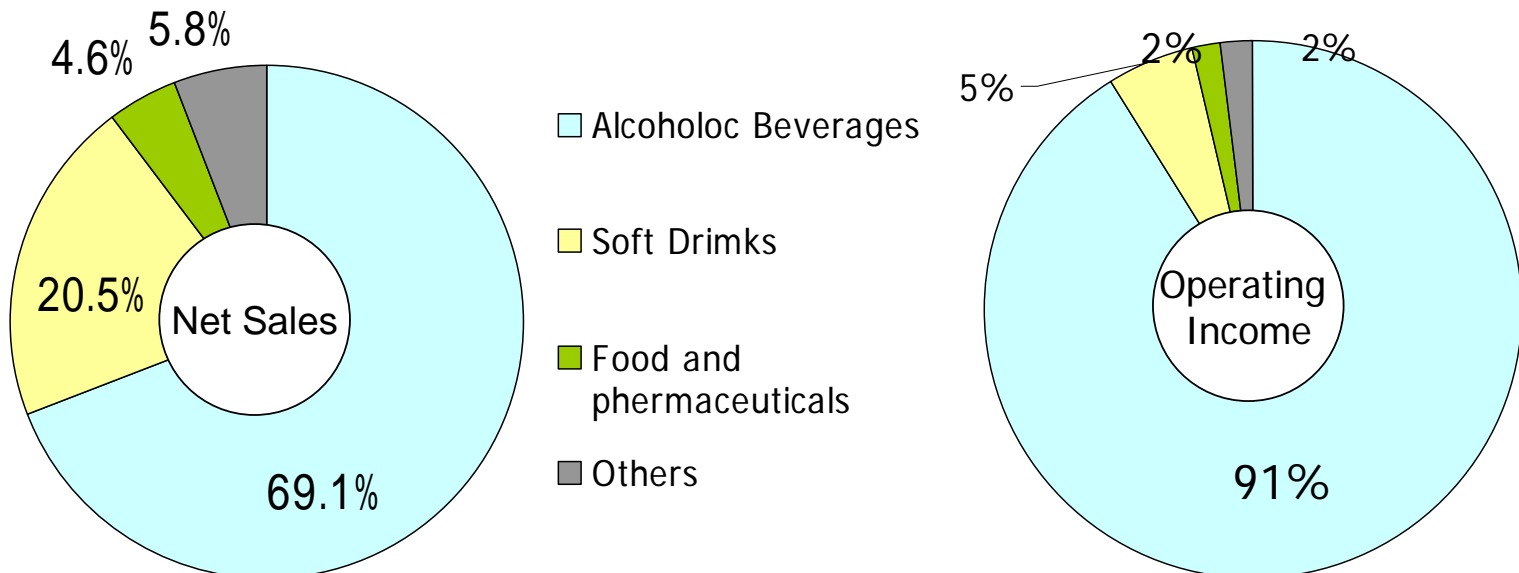
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Asahi Breweries Group

Long Term Vision:

The Asahi Breweries Group is striving to become the “leading company” with high growth potential by continuously “lifelong enjoyment and excitement” to customers.

Group Business Domain - FOOD and HEALTH



Asahi Breweries Today

- Established in 1949
- 3,725 employees
- Capitalization - US\$ 1,660 million
- Net sales - US\$ 10 billion
- No.1 in Japan, market share **37.9%**
- *Asahi Super Dry* - **10th** selling brand in the world
- More than 20 brands of beer
- Export to 80 countries around the world
- Production amount of beer 24 million hl per year
- 9 breweries, 6 laboratories (Domestic)



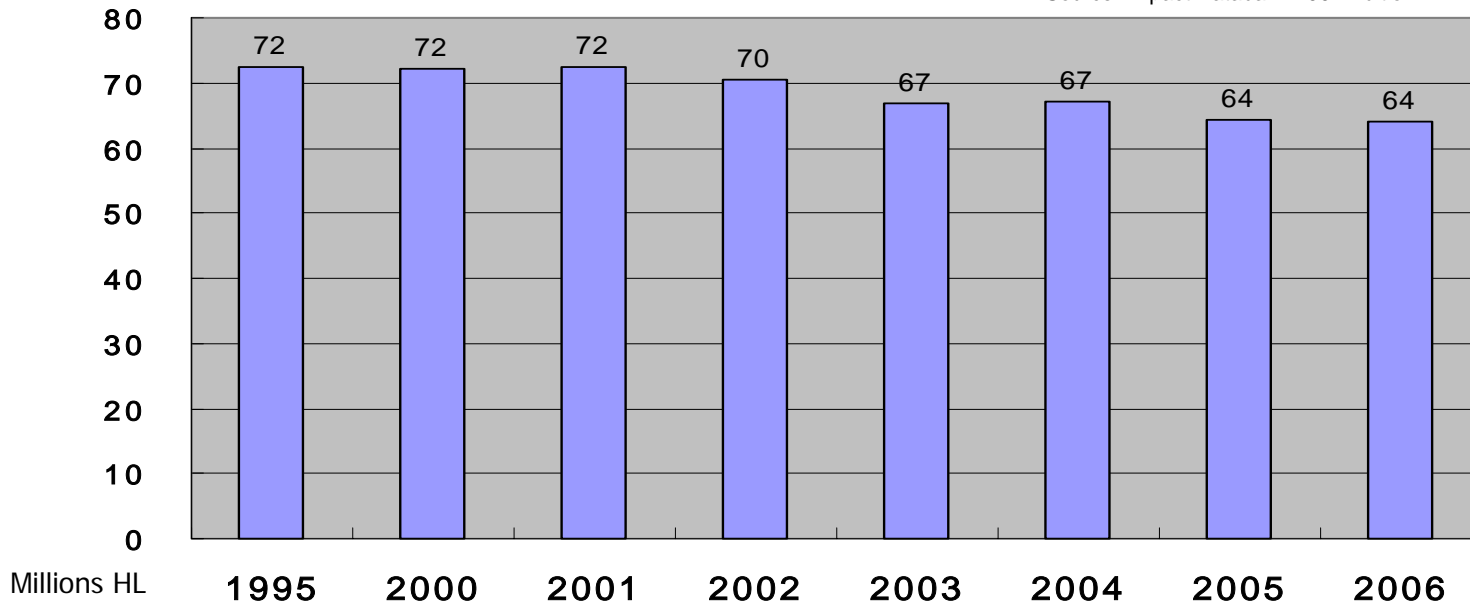
Beer Market in Japan

Beer Consumption in Japan

*Exclude non-alcoholic beer

*Include law malt and no malt beer taste beverage

Source: Impact Databank 2007 Edition

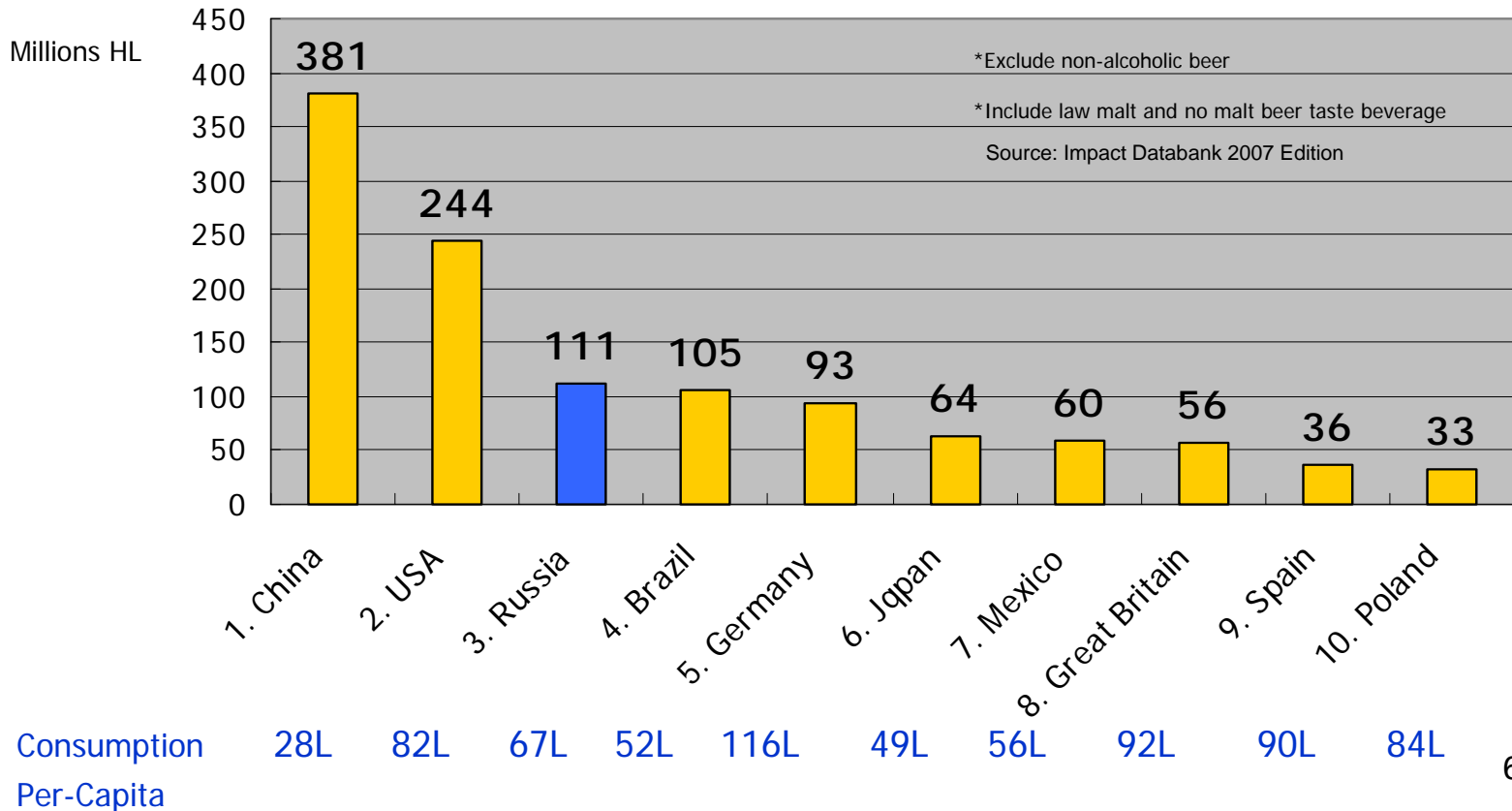


The scale of the beer market in Japan has been declining.

- Shrinking drinking-age population
- Diversity of taste among consumers

Global Beer Market

Consumption of Beer in the world has been growing last 2 decades. China, Russia and Brazil are especially growing market.



Beer Market in Russia

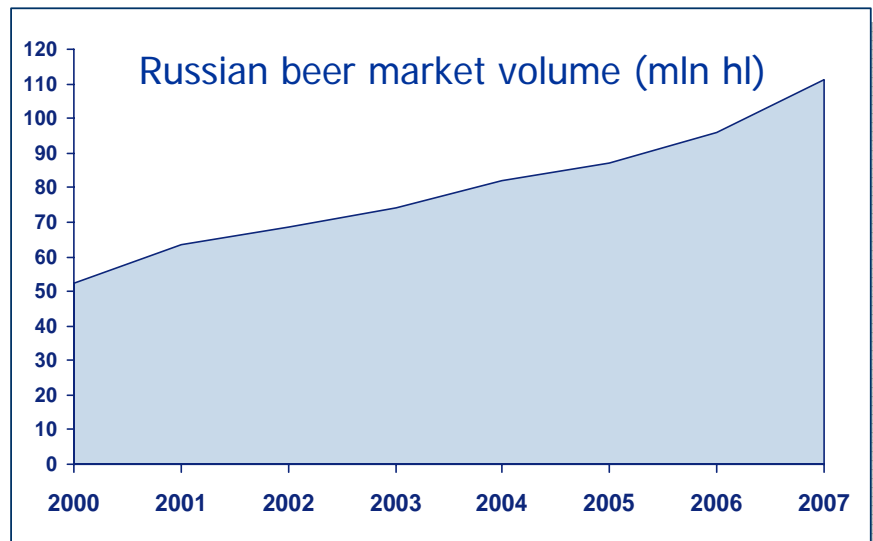
Annual per capita consumption

2000	2001	2002	2003	2004	2005	2006	2007
36	43	47	51	57	60	67	78

- Geographically, the European part of Russia accounts for about 80% of total consumption. The two major cities of Moscow and St. Petersburg represent 50% of the total domestic consumption in Russia.

- In 2007, per capita consumption was 78 liters. An increase in consumption is forecast not only in urban areas, but also in other areas as the Russian economy grows in the future.

- Since 1997, beer consumption in Russia has experienced double-digit growth year-on-year.



Source: GosKomStat, Company data

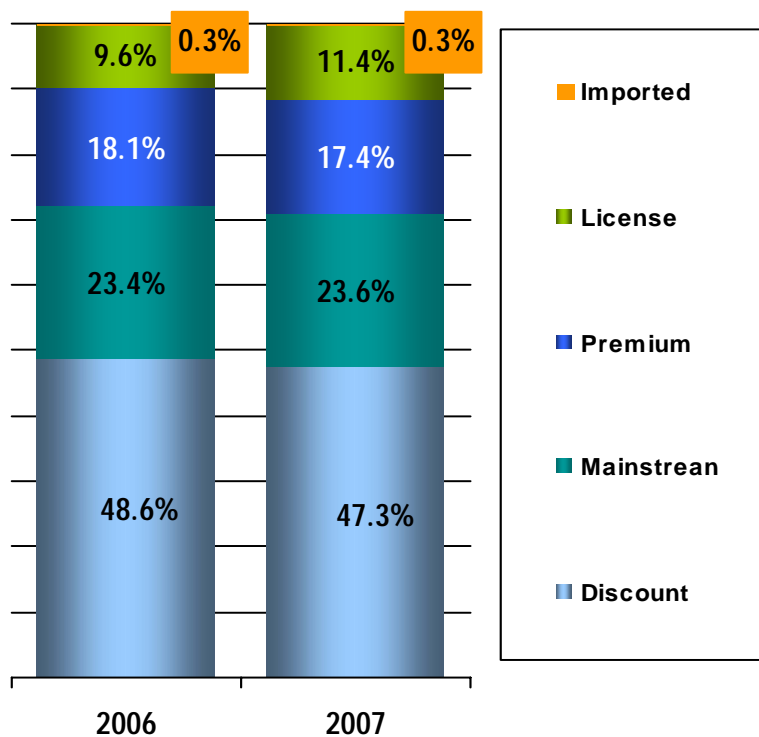
Baltika Breweries Today

- 1 in Russia, market share – **37,6%**
- **Baltika – brand** 2 in Europe in terms of sales
- Capitalization – about **US\$8 billion**
- More than **30** beer and **10** non-beer brands
- Export to **46** countries
- **70%** of Russian beer export
- Production capacity – **45** million hl per year
- **11** breweries in **10** regions of Russia
- **3** malt houses
- Sales in **98%** of trade outlets in Russia
- About **12 000** employees



Price Segments 2006-2007

Market price segment shares
in volume



Source: Business Analytica, packed beer

Baltika's share in segments

	2006	2007
License	22,4	26,1
Premium	43,6	42,4
Mainstream	49,8	52,6
Discount	29,5	33,1

During the past three years the licensed segment of the Russian beer market has grown at a pace well ahead of the market as a whole. More people switch to the expensive beer brands.

Licensing Agreement



No1. Brewery in Japan

Aiming to increase brand presence in one of the most growing market in the world

Strength

Japan's No1. Beer

Marketing know-how of brand



Consumer trend in Russia

Premium brand

Health-conscious

Dining out

Popularity of Japanese Food

600 restaurants in Moscow

100 in St. Petersburg



No1. Brewery in Russia

Aiming to strengthen premium license segment which is growing in Russia

Strength

No. 1. Sales net-work

Marketing know-how in Russia

High production quality



Brewing and distribution licensing

Royalty

Product & Target



- Bottle launched
– June 28th



- Can launched
– June 21st



- Kegs launched
– April 18th

Target Consumers of *Asahi Super Dry*

- Energetic men between 25 and 30 years old who like licensed and imported beer
- Affluent urban consumers who often dine out and have an interest in Japanese culture

Thank You for Your attention!
Questions?