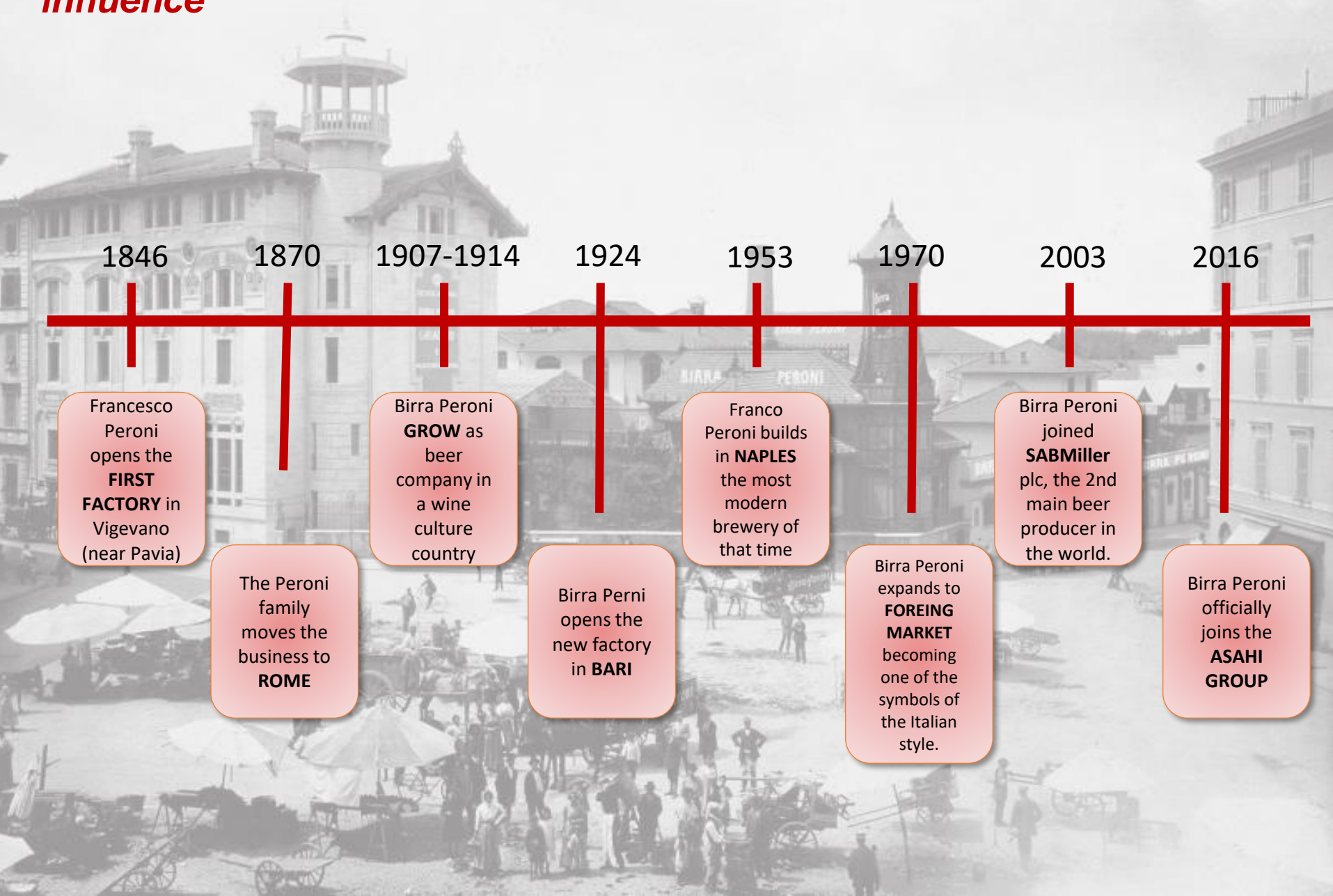




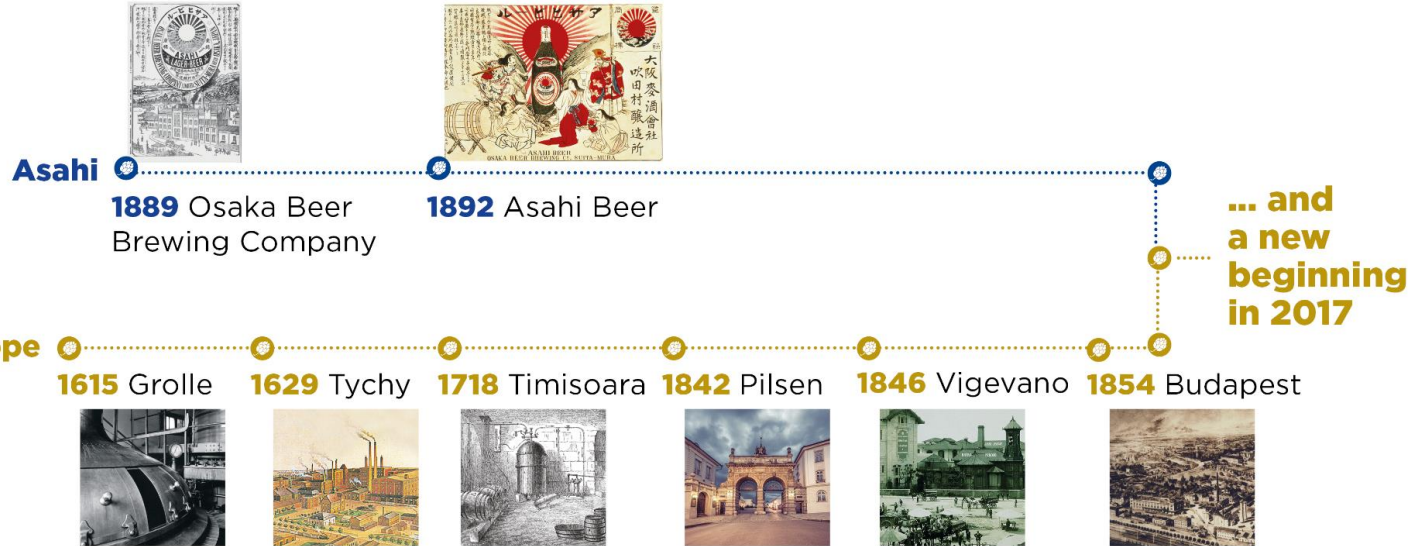
BIRRA PERONI

BIRRA PERONI: A great Italian History with a strong international influence



Overview on Asahi Group Holdings

HISTORY



PRODUCTS

N.1 for market share in the Japanese beer market



Asahi in Europe - ABEG

8 countries

15 breweries

9,000 people

**44 million hl
produced**

**2,7 billion EUR
in revenue**



Asahi Group Philosophy



Corporate Philosophy

The Asahi Group aims at satisfying its customers with the highest quality and integrity levels, contributing to the promotion of healthy living and of the enrichment of society in the world.

Corporate Brand Statement

Sharing the *Kando*

* ***"Kando"*** is an emotion that is perceived in different ways. It can correspond with an enormous satisfaction, an extraordinary feeling beyond expectations and/or a tactile and motor sensation.

Main product



"Asahi Super Dry"

- n.1 beer brand in Japan
- Sold in over 80 countries in the world, including a high number of European countries

Our Mission

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

Our Vision

Be a value creator globally and locally,
growing with high-value-added brands

Our Values

Challenge and innovation
Excellence in quality
Shared inspiration

Our Principles

Building value together with all our stakeholders

Customers: Win customer satisfaction with products and services that exceed expectations
Employees: Foster a corporate culture that promotes individual and company growth
Society: Contribute to a sustainable society through our business
Partners: Build relationships that promote mutual growth
Shareholders: Increase our share value through sustainable profit growth and shareholder returns

BIRRA PERONI: Excellence in the Brewery sector since more than 170 years



Birra Peroni has always been synonym of quality and innovation.

The secret of a good beer is enclosed in raw materials' quality, experience and passion of people who produce it. To always ensure high quality products, Birra Peroni never stops renovating itself: in fact, innovation has always been a paradigm driving production and commercial choices.

- ❖ **Production capacity:** 6 millions Hls. (more than 2 million exported)
- ❖ **Malt production:** 55,000 tons
- ❖ **3 Plants:** Roma, Bari and Padova
- ❖ **1 Malt House:** SAPLO in Pomezia
- ❖ **2019 Revenue:** ≈ 423 MIO

Impact on agricultural chain thanks to Italian raw materials use

- ❖ 1,500 farmers
- ❖ 17,300 hectares farmed for our raw materials in 9 Italian regions
- ❖ 1000 hectares and 130 farmers involved for Mais Nostrano production (Nastro Azzurro)

Economic impact on the Country

- ❖ 750+ employees
- ❖ 43.200 employees in Italy (direct and indirect considering the agricultural and distribution chain)
- ❖ +120 mio investments on our plants



Our Values



QUALITY

Raw materials
Production process
Quality controls



SUSTAINABILITY

Our production chain
Environmental
impact



TRADITION

Our origins
Our heritage
Our tradition
Museum and Archive



PASSION

Our brands
Our people

KEY MESSAGE

Quality of our brands, ingredients and raw materials is the core of our value chain.

Our commitment to growth and socio-economic development of the communities in which we operate and of the companies that support our value chain, from field to table.

The value that binds us to the history of our Country for over 170 years.

Italians put heart and soul in what they do and care about. Peroni does the same.

Birra Peroni Identity



PURPOSE	Deliver better and experiential drinking moments by conveying the cool Italian way of living
SHARED VALUES	Tradition/heritage, quality and excellence, modernity and innovation
SHARED IMAGE TRAITS	Perfect bond between Tradition and Heritage & Modernity and Coolness
SHARED PERSONALITY TRAITS	Warm hearted, inclusive, modern and progressive mindset Representing the up to date and cool Italian way of living
SHARED TONE OF VOICE	Authentic, empathic and engaging
KEY MESSAGE	Great Italian story with a strong international presence

PEOPLE FIRST!

This is what we look for in those people who want to join Birra Peroni:

- ❖ The attitude of **LIVING CHANGES** as a source of opportunities
- ❖ **PASSION** for the job
- ❖ An open and **FLEXIBLE MENTALITY**
- ❖ A strong **MOTIVATION** for growth
- ❖ The ability of taking on increasingly wider **RESPONSIBILITIES**

TALENTS are those **people who**:

- ✓ **generate value** contributing to the success of Birra Peroni,
- ✓ not only through knowledge and competences, but also and most of all
- ✓ because they are people who «**know how to make things happen**» within the organization.



Our TALENT ACQUISITION TEAM is always working on recruiting the **best talents around**.

The departments that have more frequent recruiting needs are Marketing, Sales, Trade Marketing, Finance, HR, Operations & Supply Chain.

OUR BEHAVIOURS

COMMITTED

*We do what we say
we will do*

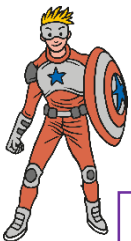
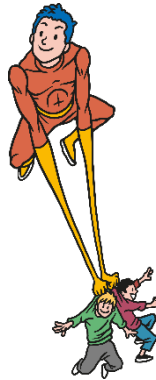


EMPOWERING

*I bring out the best in
my people*

COOPERATIVE

*We are stronger
when we work
together*



BOLD

*We are clear and
decisive in whatever
we do*

CURIOUS

*We are open minded
and discover better
ways*





*Thank you for
your attention!*