

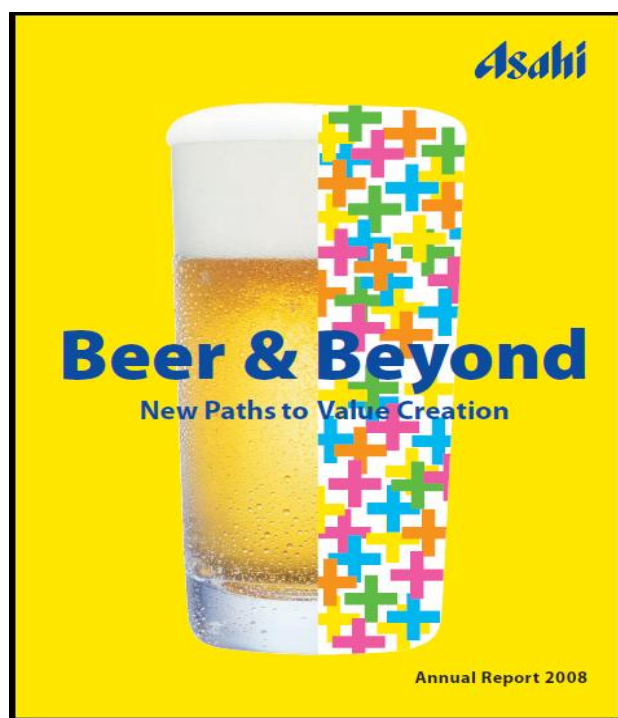
Report of the Month

ReportWatch e.com

October 2009

Asahi Breweries

Tokyo, Japan



Report Facts

Company name: ASAHI BREWERIES, LTD.

Fiscal year end: December 31, 2008

Report title: *Beer & Beyond.*

New Paths to Value Creation

Chairman: Kouichi Ikeda

President: Hitoqhi Ogita

Number of books: 1

Report length: 84 pages

Auditors: KPMG AZSA & Co

Design: N/A

E-mail: ir@asahibeer.co.jp

Report Rating: ★★★★★

(Rating scale below)

Profile-Mission (Excerpts, as from the report)

While anchored by alcoholic beverages, a domain that includes beer-type, shochu, ready-to-drink and other beverages, Group activities also encompass the soft drinks, food and pharmaceuticals...

. (Italics are own company's words)

Key Figures

Net sales: Yen 1,462,748 million

Operating income: Yen 95,520 million

Net income: Yen 45,014 million

Net earnings per share: Yen 96.31

Cash dividends: Yen 20.00

Return on equity: 8.7%

Equity ratio: 40.2%

Debt to equity: 0.58 (times)

(Source: figures sourced from the annual report)

Some Competitors

- SAPPORO
- KIRIN
- TSINGTAO
- ANHEUSER-BUSCH INBEV
- SABMILLER
- HEINEKEN
- CARLSBERG

Report Rating: ★★★★★

Best !!

- > Well-brewed message, sustained inside through text and visual (e.g. the +) ingredients. Simple but solid.
- > Report design made of simple yet effective features that make it a pleasant read.
- > *Asahi at a Glance* shows sales and income contribution, plus year key facts and the *Plans* for next year.
- > *Strengthening the Group's Capability* is the title of a strategically and operationally oriented Q&A with the President: substantial in content and heavily backed with well-selected charts.
- > Robust review of businesses.
- > Extensive use of charts, tables and graphs, not least to set out market trends and medium-term views.

Better !

- > Eleven-year summary of historical data.
- > Fairly put management discussion, paced by clear charts.

OK =

- > Risk factors and management insufficiently developed.
- > Some share indicators are highlighted (including the candlestick-based price graph), but more could be expected.

Behind -

- > Governance and compensation issues lag behind.
- > Corporate responsibility not up to what is required from such a company in such a business.
- > No background details for directors.
- > 20 notes to statements –most of them just made up of tables without comments.

Rating Scale

★★★★★: First-rate ★★★★★(★): Excellent ★★★★★: Very good ★★★(★): Sound ★★: Average

★(★): Uneven ★★: Common ★(★): Substandard ★: Poor (★): Uncompetitive

The rating is based on ReportWatch internal desk research and does not take into account the independent Rating Panel's judgment. It may therefore differ from ratings (to be) published in the **Annual Report on Annual Reports**.

How does the company report in key areas? What are the main report pluses and minuses?

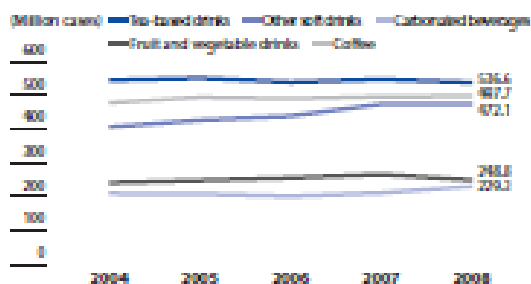
*The **Report Scan** gives an overview of strengths and weaknesses, and scores each item.*

Contact e.com@reportwatch.net

Japan's soft drinks market and Asahi Soft Drinks sales Source: Asahi Soft Drinks, Co., Ltd.

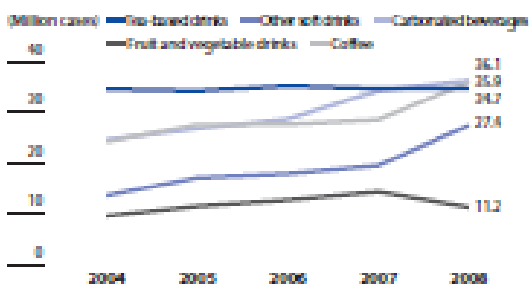
13 Sales in domestic soft drinks market, by category

INDUSTRY OVERALL



	(Million cases)				
	2004	2005	2006	2007	2008
Tea-based drinks	542.8	549.3	537.4	536.6	536.6
Other soft drinks	476.3	493.3	488.7	495.0	497.7
Carbonated beverages	307.5	306.6	199.8	218.0	229.2
Fruit and vegetable drinks	241.0	247.9	255.2	272.9	248.8
Coffee	405.7	425.8	437.6	474.8	472.1
Total	1,873.3	1,922.9	1,918.7	1,997.3	1,984.5

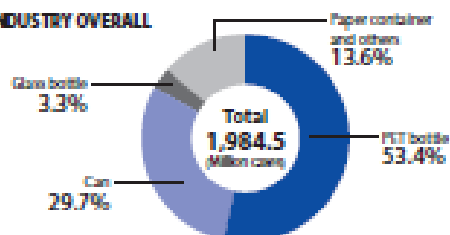
ASAHI SOFT DRINKS



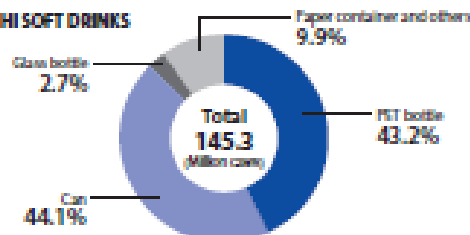
	(Million cases)				
	2004	2005	2006	2007	2008
Tea-based drinks	34.5	34.2	35.1	34.6	34.7
Other soft drinks	13.5	17.0	17.8	19.4	27.4
Carbonated beverages	24.5	26.7	28.6	34.2	36.1
Fruit and vegetable drinks	9.5	11.4	12.6	14.2	11.2
Coffee	24.1	27.5	27.6	28.5	35.9
Total	106.0	116.8	121.7	130.9	145.3

14 Sales in domestic soft drinks market, by container type in 2008

INDUSTRY OVERALL

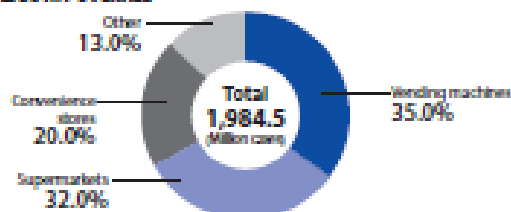


ASAHI SOFT DRINKS



15 Sales composition in domestic soft drinks market, by marketing channel in 2008

INDUSTRY OVERALL



ASAHI SOFT DRINKS

