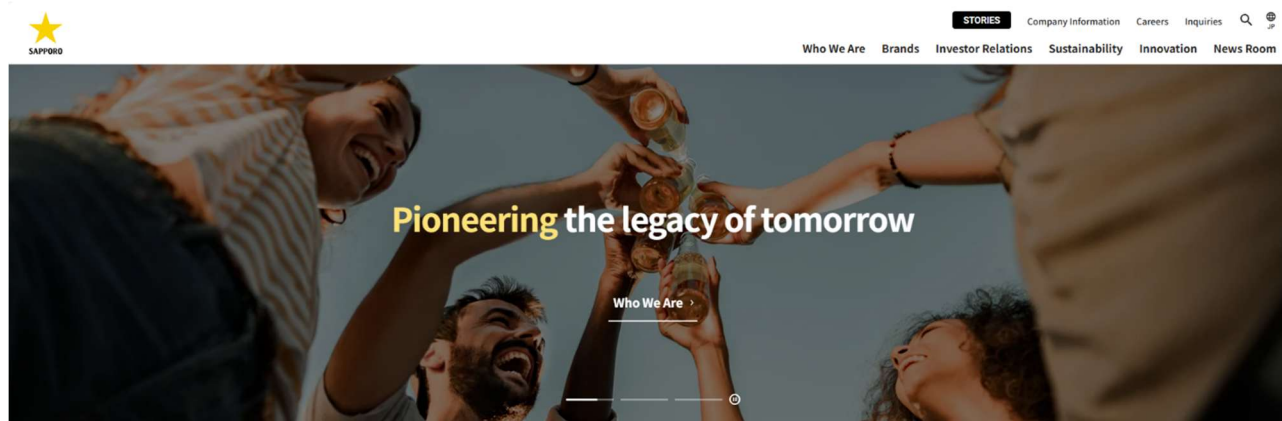


Corporate Website Relunched

Sapporo Breweries Embarks on a New Chapter Guided by Our New Management Vision



Sapporo Holdings Ltd. transitioned from a pure holding company structure to a business holding company structure on July 1st, 2026 and changed its corporate name to “Sapporo Breweries Ltd.”, marking the beginning of a new chapter for the Company.¹ As part of this transformation, we have established a new management vision and code of conduct and fully renewed our corporate website.²

Since our founding, the Sapporo Group has built brand assets together with our customers and pursued both economic and social value by enriching lifestyles through our products and services. As we celebrate our 150th anniversary this year, we will build on the brands and assets we have cultivated over the years and take on new challenges for the next century.

Under our new management vision, “Pioneering the legacy of tomorrow,” we will share our values and vision more clearly and strengthen our connections with stakeholders around the world.

(Note 1) [Notice Regarding the Absorption Merger \(Simplified Merger\) of a Wholly-Owned Subsidiary, Change of Trade Name, and Partial Amendment to the Articles of Incorporation](#)

(Note 2) The website URL has been changed as part of the renewal. (New URL:

<https://www.sapporobreweries.com/en/>)

■New Management Vision and Code of Conduct

We have established “Pioneering the legacy of tomorrow” as our new Management Vision.³ This vision expresses our commitment to inheriting the pioneering spirit cultivated throughout our history while continuing to pursue a future in which people and society flourish together. We believe this is the mission we are called to fulfill.

Under this vision, we will continue to take on new challenges as we work to pioneer a richer future.

We have also established a new Code of Conduct to support the realization of this vision. Please see below for further details.

(Note 3) [Sapporo Breweries' New Philosophy Framework](#)

■ Full Renewal of Our Corporate Website

Corporate websites have become important not only as platforms for sharing corporate information, but also as key channels for communicating with diverse stakeholders in Japan and around the world.

This renewal focuses on strengthening our global reach and improving accessibility, reinforcing the website's role as a corporate information platform and supporting further enhancement of corporate value.

< Highlights of the Renewal >

① Globally Oriented Information Platform

To enhance communication with stakeholders in Japan and around the world, we redesigned the website structure and content organization based on global standards.

② Enhanced Accessibility

We created a website that is easy for everyone to access and use, aiming for compliance with Level AA of the international web accessibility standard, WCAG 2.2 (Web Content Accessibility Guidelines).⁴⁻⁵

(Note 4) [Web Content Accessibility Guidelines\(WCAG\)2.2](#)

(Note 5) Some images and content will be updated after the website renewal.