



February 13, 2026

Company Name	Sapporo Holdings Limited
Representative	Hiroshi Tokimatsu
	President and Representative Director
Securities code	2501
Listed on	Tokyo Stock Exchange (Prime Market); Sapporo Securities Exchange
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Notice Concerning Change in Reportable Segments

Sapporo Holdings Limited (the “Company”) hereby announces a change in its reportable segments from the fiscal year ending December 31, 2026.

Details

1 Reason for the Change

As its medium- to long-term vision, the Company aims to grow globally by focusing on the Alcoholic Beverages business, which has competitive advantages, and refining its market-creation capabilities in the alcoholic beverages sector, thereby growing as a company that can create rich beer experiences and consumer experiences on a global scale and further increasing its capital profitability.

To realize this vision, as announced on December 24, 2025, the Company will transition to a business holding company structure as the optimal organizational structure to support sustainable growth. In addition, the Company will change its business portfolio management under the management approach to “Domestic Business” and “Overseas Business,” and will strategically promote measures to enhance corporate value.

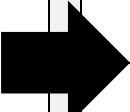
2 Overview of the Change

- (1) The Company will change its former reportable segments of Alcoholic Beverages and Food & Soft Drinks to the Domestic Business and the Overseas Business.
- (2) The Domestic Business reportable segment after the change will consist of Alcoholic Beverages (Japan), Restaurants and Food & Beverages (Japan)¹.
- (3) The Overseas Business reportable segment after the change will consist of Alcoholic Beverages (Overseas) and Overseas Beverages².

Notes: 1 The wording of “Food & Soft Drinks (Japan)” changed to “Food & Beverages (Japan)”.

2 The wording of “Overseas Soft Drinks” changed to “Overseas Beverages”.

Moreover, as announced in the “Notice Concerning Revisions to Full-Year Earnings Forecast and Changes in Reportable Segments” published on December 24, 2025, in connection with the injection of external capital into Sapporo Real Estate Development Co., Ltd., the Company classified the Real Estate business as a discontinued operation and excluded it from its reportable segments for the fiscal year ended December 31, 2025.



Reportable segments	Main business company	
Alcoholic Beverages		
Alcoholic beverages (Japan)	Alcoholic beverages (Japan)	Sapporo Breweries Limited
Alcoholic beverages (Overseas)	Restaurants	SAPPORO LION, Inc.
Restaurants	Food & Beverages (Japan)	POKKA SAPPORO Food & Beverage Ltd.
Food & Soft Drinks	Overseas Business	
Food & Soft Drinks (Japan)	Alcoholic beverages (Overseas)	SLEEMAN BREWERIES LTD.
Overseas Soft Drinks	Overseas Beverages	POKKA PTE. LTD.

*Change to Reportable Segments

The export business of Sapporo Breweries Limited (APAC and Europe), which was classified under the former Alcoholic Beverages reportable segment will be included under the Overseas Business segment.

(3) Timing of the Change

The Company will disclose information based on the segments after the change starting from the financial results for the first quarter of the fiscal year ending December 31, 2026.

End