

Notification concerning Executive Appointments

Suntory Beverage & Food Limited (President: Nobuhiro Torii) hereby notifies you that at a meeting of the Board of Directors held on July 13, 2015, it was resolved to make the following organizational changes and executive appointments. Please note that the changes in members of the Board of Directors and Corporate Auditors of Japan Beverage Holdings Inc. are subject to the approval at the company's Meeting of Shareholders to be held this month.

1. Organizational Changes

Effective August 1, 2015

- Japan Beverage Holdings Inc.
- JT A-Star Co., Ltd.

In order to promote the full-line beverage service business, Japan Beverage Holdings Inc. and JT A-Star Co., Ltd. will be placed under Suntory Beverage & Food Limited (See [News Release No.SBF0289](#))

* It is assumed that there are no factors that will hinder the Acquisition including a cease and desist order as a result of Japan Fair Trade Commission's corporate merger review in relation to a notification based on Antimonopoly Act.

2. Executive Appointments

- Japan Beverage Holdings Inc.

Date of Change: August 1, 2015

New Position	Former Position	Continued Position	Name
Chairman of the Board	Executive Vice President, Member of the Board, Chief Operating Officer, Corporate Marketing Division, Suntory Corporate Business Limited	—	Yuji Nishimiya
Executive Vice President, Member of the Board	Director, Member of the Board, Chief Operating Officer, Sales Development & Marketing Promotion Division, Suntory Foods Limited	—	Tsuyoshi Oikawa

Senior Corporate Auditor	Managing Director, Member of the Board, Chief Operating Officer, Business Administration Division, Suntory Beverage Service Limited	—	Akira Nishimura
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●Suntory Foods Limited

Date of Change: August 1, 2015

New Position	Former Position	Continued Position	Name
Chief Operating Officer, Sales Development & Marketing Promotion Division	—	President, Chief Operating Officer, Overall Sales & Marketing Division	Masato Tsuchida

Tsuyoshi Oikawa will retire from the position of Director, Member of the Board on July 31, 2015.

●Suntory Beverage Service Limited

Date of Change: August 1, 2015

New Position	Former Position	Continued Position	Name
Chief Operating Officer, Business Administration Division	—	President, Chief Operating Officer, Overall Sales & Marketing Division, Suntory Beverage Service Limited	Yasuhiko Kamada

Akira Nishimura will retire from the position of Managing Director, Member of the Board on July 31, 2015.

●Frucor Group

Date of Change: August 1, 2015

New Position	Former Position	Continued Position	Name
CEO	CEO Frucor Beverages (Australia)Pty Ltd.	—	Jonathan Moss