

Notice of Change of CEO at Lion

TOKYO, September 3, 2025- Kirin Holdings Company, Limited (Kirin Holdings) is pleased to announce the appointment of a new CEO at its group company, Lion Pty Ltd (current CEO: Sam Fischer), as outlined below.

1. Appointment Details

Name	New Position	Current Position
Anubha Sahasrabuddhe	Chief Executive Officer	Chief Growth & Commercial Officer

2. Reason for Appointment

Ms. Sahasrabuddhe has played a key role in driving brand enhancement, innovation, and digital transformation as Lion's Chief Growth & Commercial Officer. Under the new leadership structure, Lion will integrate its operations in Australia and New Zealand to accelerate decision-making and strengthen market responsiveness.

With her deep understanding of both markets, Ms. Sahasrabuddhe has been recognized as the ideal leader to guide Lion into its next phase of growth. Together with Craig Baldie, who will assume the role of Chief Operating Officer (currently New Zealand Managing Director), she is expected to leverage Kirin Group's brand and innovation assets to contribute significantly to the Group's future growth strategy.

Note: As of October, New Belgium Brewing Company, Lion's U.S.-based craft beer subsidiary, will begin reporting directly to Kirin Holdings. Shaun Belongie will continue in his role as CEO of New Belgium Brewing.

3. Effective Date

Scheduled to assume the role on **October 1, 2025**

Kirin Group remains committed to enriching society by creating new value in food and health through craftsmanship that respects both nature and people.

Attachment: brief profile of Anubha Sahasrabuddhe for reference

Press Contact
Corporate Communication Department
Kirin Holdings Company, Limited
Nakano Central Park South, 4-10-2 Nakano, Nakano-ku, Tokyo
+81-3-6837-7028
www.kirinholdings.com/en/
kirin-cc@kirin.co.jp

About Kirin Holdings

Kirin Holdings Company, Limited is an international company that operates in the Food & Beverages domain (Food & Beverages businesses), Pharmaceuticals domain (Pharmaceuticals businesses), and Health Science domain (Health Science business), both in Japan and across the globe.

Kirin Holdings can trace its roots to Japan Brewery which was established in 1885. Japan Brewery became Kirin Brewery in 1907. Since then, the company expanded its business with fermentation and biotechnology as its core technologies, and entered the pharmaceutical business in the 1980s, all of which continue to be global growth centers. In 2007, Kirin Holdings was established as a pure holding company and is currently focusing on boosting its Health Science domain.

Under the [Kirin Group Vision 2027](#) (KV 2027), a long-term management plan launched in 2019, the Kirin Group aims to become A global leader in CSV*, creating value across our world of Food & Beverages to Pharmaceuticals. Going forward, the Kirin Group will continue to leverage its strengths to create both social and economic value through its businesses, with the aim of achieving sustainable growth in corporate value.

* Creating Shared Value. Combined added value for consumers as well as for society at large.

###

Anubha Sahasrabuddhe

Chief Executive Officer – Lion ANZ

As Lion's Chief Executive Officer, Anubha Sahasrabuddhe will lead our Lion ANZ business. Anubha is a global business leader having led some of the world's most loved brands from Coca-Cola and M&M's through to Australian icons like Tooheys and XXXX. Anubha has extensive experience cross-culturally in both emerging as well as developed markets with high rates of change and volatility.



After more than 20 years away from her native Australia, in 2021 Anubha joined Lion as Chief Marketing Officer, and in 2023 took on the role of Chief Growth Officer bringing strategy, consumer brands, ventures, data, analytics and core technology together to drive growth.

In 2024 Anubha expanded her remit by becoming Chief Growth & Commercial Officer and co-Managing Director leading the Lion Australia Sales & Marketing portfolios, in addition to her existing Growth accountabilities. This appointment recognised Anubha's incredibly strong consumer and commercial capability, her courageous and transformational leadership, and her success leading the Growth team in 2023.

Prior to joining Lion, Anubha held senior leadership roles at The Coca-Cola Company and Mars Wrigley across Asia Pacific and North America. Anubha's passion is business transformation through a creative, cultural and technology lens and she has a track record of leading turnaround businesses through a consumer led growth agenda and building high performing diverse teams.

Anubha is also a Board Director for the Sydney Children's Hospitals Foundation and an Industry Nominee Director representing the Brewers Association of Australia on the board of DrinkWise.