



[Translation]

February 13, 2017

Company Name	Sapporo Holdings Limited
Representative	Tsutomu Kamijo Chairman and Representative Director
Securities code	2501
Listed on	Tokyo Stock Exchange Sapporo Securities Exchange
Inquiries	Toshihiko Umezato Corporate Communication Department Tel: +81-3-5423-7407

### Notice Concerning Transfer (Additional Appointment) of a Representative Director

Sapporo Holdings Limited (the “Company”), at its Board of Directors’ meeting held today, informally resolved the transfer (additional appointment) of a Representative Director as follows.

#### 1. Reason for the Transfer

Sapporo Holdings Limited will change the current management system to a new management system in order to respond to the change in the management environment targeting toward continuous growth.

In addition, Tsutomu Kamijo, the Chairman and Representative Director, will continue to assume as the current post.

#### 2. Name and Post

Name	New post	Current post
Masaki Oga	President and Representative Director	President and Group Operating Officer

#### 3. Date for the transfer

The date of the transfer will be formally determined at the Ordinary General Meeting of Shareholders to be held on March 30, 2017 and the Meeting of the Board of Directors to be held after the closing of said Ordinary General Meeting of Shareholders.

**4. Attachment**

Exhibit Brief History of Newly Appointed President and Representative Director

End

Exhibit

< Brief History of Newly Appointed President and Representative Director >

Name of new post	President and Representative Director	
Name	Masaki Oga	
Place of birth	Tokyo	
Date of birth	December 2, 1958	
Personal history	Mar. 1982	Graduated from Faculty of Law, Keio University
	Apr. 1982	Joined the Company (former Sapporo Breweries Limited)
	Jul. 2003	Newly established Sapporo Breweries Limited in connection with restructuring of the Company as a pure holding company
	Oct. 2006	Director, Tokyo Headquarters Office, Tokyo Metropolitan Area Sales & Marketing Division of Sapporo Breweries Limited
	Mar. 2009	Operating Officer, Director of Hokkaido Sales & Marketing Division
	Mar. 2010	Director (Member of the Board) and Managing Officer, Director of Marketing Department
	Mar. 2013	President and Representative Director Director (Member of the Board) and Group Operating Officer of the Company
	Mar. 2015	Group Operating Officer of the Company
	Jan. 2017	President and Group Operating Officer of the Company (current position)

Number of shares owned: 11,990 shares

End