[Translation]

February 8, 2013

Company name	Sapporo Holdings Limited
Representative	Tsutomu Kamijo President and Representative Director
Securities code	2501
Listed on	Tokyo Stock Exchange Sapporo Securities Exchange
Inquiries	Tatsuya Komatsu Director, Corporate Communication Department Tel.: +81 3-5423-7407

Notice Concerning Decision to Purchase Treasury Stock
(Purchase of Treasury Stock Based on the Provisions of the Articles of Incorporation Pursuant to Article 165, Paragraph 2, of the Companies Act)

Sapporo Holdings Limited (the "Company") hereby announces that at a meeting of the Board of Directors held today (February 8, 2013) under Article 156 of the Companies Act, as applied pursuant to Article 165, Paragraph 3, of said law, determined to purchase treasury stock as follows.

1. Reason for Purchase of Treasury Stock

To implement a capital policy that can address changes in the management environment flexibly

2. Content of Purchase

(1) Type of stock to be purchased	Common stock of the Company
(2) Total number of shares of the stock to be purchased	3,000,000 shares (maximum) (Ratio to the total number of shares issued (excluding treasury stock): 0.76%)
(3) Total price of shares to be purchased	¥1,200,000,000 (maximum)
(4) Period of the purchase of treasury stock	From February 13, 2013, to March 12, 2013
(5) Purchase method	Purchase at market on the Tokyo Stock Exchange

(Reference)

Status of holding treasury stock as of January 31, 2013

・Number of shares issued (excluding treasury stock)	393,379,848 shares
・Number of shares of treasury stock	591,645 shares