[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 Transfer of a Representative Director and Officers

Sapporo Holdings Limited (the "Company"), at its Board of Directors' meeting held today, informally resolved the transfer of a Representative Director and Officers as follows.

Transfers of other Officers are expected to be formally determined at the Ordinary General Meeting of Shareholders to be held on March 28, 2013.

1. Details of the Transfer of a Representative Director

(1) Reason for the transfer

Retirement due to expiration of the term of office

(2) Name and post of the retiring Representative Director

Name: Takao Murakami

Previous post: Chairman and Representative Director

*Scheduled to assume the post of Advisor of the Company after retirement

(3) Date for the retirement

At the closing of the 89th Ordinary General Meeting of Shareholders to be held on March 28, 2013

2. Transfer of Other Officers

(1) Newly appointed Directors

Shinjo Oga (Currently Managing Director of Sapporo Breweries Limited)

Masatoshi Hori (Currently Group Operating Officer of the Company and concurrently President and Representative Director of Pokka Sapporo Food & Beverage Ltd.)

(2) Retiring Director

Fumiaki Terasaka (Currently Managing Director, Group Operating Officer of the Company and concurrently President and Representative Director of Sapporo Breweries Limited)

(3) Newly appointed Audit ＆Supervisory Board Member

Kazuo Sugie (Currently Chairman of the Board, DIC Corporation)

(4) Retiring Audit ＆Supervisory Board Member

Isao Takehara (Currently Outside Corporate Auditor of the Company)

3. Brief History of Newly Appointed Officers

Name	Shinjo Oga
Date of birth	December 2, 1958 (54 years old)
Place of birth	Tokyo
Personal history	
Mar. 1982	Graduated from Faculty of Law, Keio University
Apr. 1982	Joined the former SAPPORO Breweries Limited (currently Sapporo Holdings Limited)
Nov. 1997	Director, Distribution & Marketing Division, Tokyo Branch Office
Sep. 1999	Director, Distribution & Marketing Department, Market Development Division
Oct. 2002	Group Leader, Marketing Department, Beer Marketing & Production Division
Sep. 2004	Director, Osaka Branch Office I, Kinki Sales & Marketing Division of the current Sapporo Breweries Limited
Sep. 2005	Director, Hokkaido Distribution & Marketing Division
Oct. 2006	Director, Tokyo Headquarters Office, Tokyo Metropolitan Area Sales & Marketing Division
Mar. 2009	Operating Officer, Director of Hokkaido Sales & Marketing Division
Mar. 2010	Director (Member of the Board) and Managing Executive Officer, Director of Marketing Department (current position)

Name	Masatoshi Hori
Date of birth	October 14, 1953 (59 years old)
Place of birth	Aichi
Personal history	
Mar. 1976	Graduated from Faculty of Economics, Keio University
Apr. 1976	Joined Fuji Xerox Co., Ltd.
Mar. 1987	Finished Graduate School of Business Administration, Keio University
Jan. 1990	Joined The Japan Research Institute, Limited. Management strategies consultant
Jun. 2001	Joined POKKA Corporation, Director (Member of the Board), Director, Corporate Planning Department (Part-time)
Apr. 2003	Senior Managing Director, POKKA Corporation
Dec. 2005	President and Representative Director, POKKA Corporation
Mar. 2011	Group Operating Officer, Sapporo Holdings Limited (current position)
Jun. 2011	Chairman and Representative Director of POKKA Corporation
Mar. 2012	President and Representative Director, Sapporo Beverage Co., Ltd.
Mar. 2012	President and Representative Director, Pokka Sapporo Food & Beverage Ltd. (current position) *Sapporo Beverage Co., Ltd. and POKKA Corporation merged with Pokka Sapporo Food & Beverage Ltd. as of January 1, 2013.

Name	Kazuo Sugie
Date of birth	October 5, 1945 (67 years old)
Place of birth	Hokkaido
Personal history	
Mar. 1970	Graduated from Graduate School of Engineering, Hokkaido University
Apr. 1970	Joined Dainippon Ink and Chemicals (currently DIC Corporation)
Aug. 1989	General Manager, Petroleum Chemicals Planning and Development Department
Sep. 1998	General Manager, Corporate Planning Department
Jun. 2001	Director
Jun. 2002	Managing Director
Jun. 2004	Senior Managing Director
Jun. 2006	Representative Director, Vice President
Apr. 2008	Representative Director, Vice President & CEO
Apr. 2009	Representative Director, President & CEO
Apr. 2012	Director and Chairman of the Board (current position)