[Translation]

December 25, 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 on Sale of Shares of Shareholders Whose Whereabouts Are Unknown

Sapporo Holdings Limited (the "Company" or "Sapporo Holdings"), hereby announces that the Company at the meeting of its Board of Directors held today, resolved to sell shares provided in Article 197, Paragraph 1, of the Companies Act (shares of shareholders whose whereabouts are unknown) to ensure the rationalization of the share-handling operation, as noted below.

1. List of shareholders whose shares are to be sold

   Concerning the shareholders whose shares are to be sold, the shareholder number, full name(s), address and number of shares owned that are recorded on the shareholder registry will be provided by electronic public notice as of December 30, 2013, pursuant to the provision of Article 198 of the Companies Act. You are requested to visit the Company's Web site: http://www.sapporoholdings.jp/.

   Note: "Shareholders whose whereabouts are unknown" refers to shareholders to whom notices or demands sent to the address entered or recorded on the shareholder registry have not been acknowledged for five consecutive years or more and who have not received dividends of surplus for five consecutive years.

2. Schedule

December 30, 2013	Public notice and demand seeking objections concerning the sale of shares of shareholders whose whereabouts are unknown
March 31, 2014	Deadline for shareholders whose whereabouts are unknown to state objections
April 1, 2014, and thereafter	Sale of shares of shareholders whose whereabouts are unknown

   Note: With regard to the sale of shares of shareholders whose whereabouts are unknown, Sapporo Holdings plans to purchase such shares as its treasury stock after completing the statutory procedures for public notice and demand concerning the sale of such shares.

3. Contact

Any inquiries on this matter from shareholders posted on the public notice are requested to be sent to the following administrator of the shareholder registry.

Administrator of the shareholder registry:	Mizuho Trust & Banking Co., Ltd.
Contact:	Mizuho Trust & Banking Co., Ltd. Stock Transfer Agency Department 8-4, Izumi 2-chome, Suginami-ku, Tokyo 168-8507, Japan Phone: 0120-288-324 (toll-free) Business hours: Monday–Friday, 9 a.m.–5 p.m. (excluding national holidays)

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