[Translation]

May 9, 2014

Company name	Sapporo Holdings Limited
Representative	Tsutomu Kamijo President and Representative Director
Securities code	2501
Listed on	Tokyo Stock Exchange Sapporo Securities Exchange
Inquiries	Toshihiko Umezato Director of Corporate Communications Department Tel.: +81-3-5423-7407

Notice on Purchase of Shares of Shareholders Whose Whereabouts Are Unknown

Sapporo Holdings Limited (the "Company") hereby announces that concerning the sale of shares of shareholders whose whereabouts are unknown, which was posted via public notice during the period from December 30, 2013, to March 31, 2014, the Company, at a meeting of its Board of Directors held today, resolved to purchase shares of shareholders whose whereabouts are unknown as treasury stock, pursuant to the provision of Article 197, Paragraphs 3 and 4, of the Companies Act and implemented the purchase as noted below.

1. Total number of shares purchased: 378,714 shares of common stock

2. Date of purchase: May 9, 2014

3. Unit purchase price: ¥422
(Closing price of the Company's common stock on the Tokyo Stock Exchange as of today)

4. Total purchase price: ¥159,817,308

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