[Translation]

February 10, 2016

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 Corporate Communication Department Tel.: +81-3-5423-7407

Notice Concerning Transfer of a Representative Director

Sapporo Holdings Limited, at its Board of Directors' meeting held today, informally resolved the transfer of a Representative Director as follows.

1. Reason for the Transfer

   Retirement due to expiration of the term of office

2. Name and post of the retiring Representative Director

   Name: Hidenori Tanaka

   Previous post: Executive Managing Director

   * Mr. Tanaka is scheduled to assume the post of Chairman and Representative Director of Sapporo Lion Limited after retirement.

3. Date for the retirement

   At the closing of the 92nd Ordinary General Meeting of Shareholders to be held on March 30, 2016

End