November 2, 2016

[Translation]

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

Notice Concerning Executive Appointments

Sapporo Holdings Limited (the "Company"), at its Board of Directors' meeting held today, resolved the executive appointments as follows.

1. Appointment of Director

（1）Name and Post

Name	New post	Current post
Tsutomu Kamijo	Chairman and Representative Director of Sapporo Holdings Limited	President and Representative Director of Sapporo Holdings Limited

（2）Date for the transfer

January 1, 2017

2. Appointments of Group Operating Officers

（1）Name and Post

Name	New post	Current post
Masaki Oga（※1）	President and Group Operating Officer of Sapporo Holdings Limited	Group Operating Officer of Sapporo Holdings Limited (President and Representative Director of Sapporo Breweries Limited)

Hideya Takashima (※２)	Group Operating Officer of Sapporo Holdings Limited (Scheduled to assume the post of President and Representative Director of Sapporo Breweries Limited)	(Director and Executive Managing Officer of Pokka Sapporo Food & Beverage Ltd.)
Yoshihiro Iwata (※３)	Group Operating Officer of Sapporo Holdings Limited (Scheduled to assume the post of President and Representative Director of Pokka Sapporo Food & Beverage Ltd.)	(Director and Executive Managing Officer of Pokka Sapporo Food & Beverage Ltd.)
Kiwamu Kunihiro (※４)	Retirement of Group Operating Officer of Sapporo Holdings Limited (Scheduled to retire from President and Representative Director of Pokka Sapporo Food & Beverage Ltd.)	Group Operating Officer of Sapporo Holdings Limited (President and Representative Director of Pokka Sapporo Food & Beverage Ltd.)

Please refer to the notes in the next section as to ※.

（２）Date for the transfer

January 1, 2017

※１ Mr. Masaki Oga is scheduled to assume the post of Representative Director of Sapporo Holdings Limited after resolution of the Ordinary General Meeting of Shareholders to be held on March 2017 and following resolution of the Board of Directors for the appointment.

※２ Mr. Hideya Takashima is scheduled to assume the post of President and Representative Director of Sapporo Breweries Limited after resolution of the Extraordinary Meeting of Shareholders to be held by December 31, 2016 and following resolution of the Board of Directors for the appointment.

※３ Mr. Yoshihiro Iwata is scheduled to assume the post of President and Representative Director of Pokka Sapporo Food & Beverage Ltd. after resolution of Board of Director for appointment to be held by December 31, 2016.

※４ Mr. Kiwamu Kunihiro is scheduled to retire from President and Representative Director of Pokka Sapporo Food & Beverage Ltd. after resolution of Board of Directors to be held by December 31, 2016. He is scheduled to assume the post of Advisor of such company after the closing of the Ordinary General Meeting of Shareholders to be held on March 2017, on expiration of his term of office as the Director of such company.

３．Attachments

・Exhibit 1 Sapporo Holdings Limited Brief history of Newly Appointed President (Mr. Masaki Oga)

・Exhibit 1 Sapporo Holdings Limited Brief history of Newly Appointed Group Operating Officer (Mr. Hideya Takashima)

・Exhibit 2　Sapporo Holdings Limited Brief history of Newly Appointed Group Operating Officer (Mr. Yoshihiro Iwata)

以　上

（Exhibit 1）

<Sapporo Holdings Limited Brief history of Newly Appointed President>

Name of new post	President and Group Operating Officer	
Name	Masaki Oga	
Place of birth	Tokyo	
Date of birth	December 2, 1958	
Personal History	Mar. 1982	Graduated from Faculty of Law, Keio University
	Apr. 1982	Joined the Company (former SAPPORO Breweries Limited)
	Jul. 2003	Newly established Sapporo Breweries Ltd. in connection with restructuring of the Company as a pure holding company
	Oct. 2006	Director, Tokyo Headquarters Office, Tokyo Metropolitan Area Sales & Marketing Division of Sapporo Breweries Ltd.
	Mar. 2009	Operating Officer, Director of Hokkaido Sales & Marketing Division
	Mar. 2010	Director (Member of the Board) and Managing Officer, Director of Marketing Department
	Mar. 2013	President and Representative Director (current position) Director (Member of the Board) and Group Operating Officer of the Company
	Mar. 2015	Group Operating Officer of the Company

<Sapporo Holdings Limited Brief history of Newly Appointed Group Operating Officer>

Name of new post	Group Operating Officer (President and Representative Director of Sapporo Breweries Limited)	
Name	Hideya Takashima	
Place of birth	Fukushima	
Date of birth	November 20, 1959	
Personal History	Mar. 1982	Graduated from Faculty of Agriculture, Tohoku University
	Apr. 1982	Joined the Company (former SAPPORO Breweries Limited)
	Jul. 2003	Newly established Sapporo Breweries Ltd. in connection with restructuring of the Company as a pure holding company
	Mar. 2007	Manager of Sendai Factory of Sapporo Breweries Ltd.

	Mar. 2009	Director (member of the Board), Operating Officer and Director of Management Strategy Headquarters
	Sep. 2012	Managing Officer and Director of Hokkaido Sales & Marketing Division
	Mar. 2013	Managing Officer, Director of Hokkaido Sales & Marketing Division and Representative of Hokkaido Headquarter Office
	Mar. 2015	Director and Executive Managing Officer of Pokka Sapporo Food & Beverage Ltd. (current position) Chairman, Director of Pokka Sapporo Hokkaido Ltd. (current position) Director (Member of the Board) of Sapporo Group Logistics Company Limited (current position) Director (Member of the Board) of Iwata Pokka Food Co., Ltd. (Retired on March 2016)
	Sep. 2016	Director (Member of the Board), Miyasaka Jozo Co., Ltd (current position)

（Exhibit 2）

<Sapporo Holdings Limited Brief history of Newly Appointed Group Operating Officer>

Name of new post	Group Operating Officer (President and Representative Director of Pokka Sapporo Food & Beverage Ltd.)	
Name	Yoshihiro Iwata	
Place of birth	Tokyo	
Date of birth	August 21, 1961	
Personal History	Mar. 1984	Graduated from Faculty of Law, Keio University
	Apr. 1984	Joined the Company (former SAPPORO Breweries Limited)
	Jul. 2003	Newly established Sapporo Breweries Ltd. in connection with restructuring of the Company as a pure holding company
	Mar. 2006	Director of Corporate Planning Department of Sapporo Breweries Ltd.
	Mar. 2011	Director of Corporate Planning Department of the Company and Director (Member of the Board) of Sapporo International Inc.
	Sep. 2011	Director (Member of the Board) and Director of Corporate Planning Department & Sales Department of Sapporo International Inc.
	Mar. 2014	President and Representative Director of Sapporo International Inc. Director (Member of the Board) and Group Operating Officer of the Company
	Mar. 2015	Group Operating Officer of the Company
	Mar. 2016	Director and Executive Managing Officer of Pokka Sapporo Food & Beverage Ltd. (current position) Director (member of the Board) of Sapporo Group Management Ltd. (current position)

End