Media Coverage

- **14 February, 2011   The Kobe Shimbun (summary)**

As scraps contain rare metals and precious metals are described as "urban mines," metal recycling business is of current interest. Asahi Holdings Inc. (Chuo-ku, Kobe), a major recycler, has aggressively developed the business and been listed on the first section of the Tokyo Stock Exchange. Mr. Mitsuharu Terayama, 70 years old, founder's second son, has led this company and served as Representative Director for almost 30 years. Mr. Terayama is still very passionate about expanding the business and says vigorously, "A company is its people. I would like to pursue not only stability but also continued growth for our employees to be able to work with a sense of stability."

- **3 December, 2010   Yonhap News Agency: South Korea (summary)**

Major Japanese company specialized in precious metals, Asahi Pretec Korea, launched its Chungbuk Chungju plant on December 3. Nearly 70 people got involved and attended the Completion Ceremony held at Industrial Complex No.1, in Yongtan-dong, Chungju city, including President of Asahi Pretec Japan, Mr. Mitsuharu Terayama, President of Asahi Pretec Korea, Mr. Kuniaki Gondo, Mayor of Chungju, Woo Gun-do, and President of Chungju city assembly, Kim Hong Sik.

*This ceremony was interviewed by Korean TV stations, such as KBC, MBC, and CBS, which was aired on TV news shows. In addition, it was reported on 7 Korean newspapers.

Completion Ceremony

Korean Plant

Making a Full-Scale Entry into the Urban Mine Business

・ **Collecting Rare Metals from Discarded Computers, etc**.
・ **New Plant to Start Operations in Amagasaki from January**

On October 28, Asahi Holdings, Inc. (Chuo-ku, Kobe), announced its plan to make a full-scale entry into the business of collecting rare metals contained in personal computers and cell phones. It plans to establish a new factory within its business premises in Amagasaki by investing approx. 1.4 billion yen and to start operations by January 2011. It currently recycles precious metals contained in plating solutions. Due to a decline in the collection amount, however, it focused its attention on rare metals contained in electronic equipment discarded in urban areas. It intends to develop the new business in "urban mines," a pillar of the group's business management.

In precious metal recycling, gold and silver have been mainly collected from plating solutions used for treating the surfaces of electric parts and printed circuit boards. However, the coating became thinner due to the advancement in plating technology, which resulted in a decrease in the amount of contained precious metals. Consequently, Asahi Holdings focused its attention on urban mines. It has already established recycling technologies at its group company's plant a few years ago.

Asahi Holdings specifically enhanced the accuracy of measuring precious metals and rare metals contained in discarded items. Normally, based on samples of discarded items, the total metal amount is estimated to determine the trading price of the discarded items. However, as metals are eccentrically located in some cases, it has been pointed out that the measurement accuracy and price estimation are unclear.

To improve the situation, Asahi Holdings enhanced the measurement accuracy of the contained amount to 99% by shredding and dissolving the discarded items, and aim to enhance its credibility with regard to price estimation and securing discarded items.

Amagasaki Plant

It primarily processes items such as gold, silver, copper, and palladium. Although several hundred tons are processed annually at present, it plans to increase this to approx. 8,000 tons within a few years and to expand the sale from the current several hundred million yen to as much as 10 billion yen.

"Many items were discarded as trash for landfill in the past. Our expectation is that people will use our service just for a small number of items. In the future, we would like to consider expanding the business overseas," says Asahi Holdings.