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To whom it may concern:

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Summary of The 6th Mid-Term Business Plan

Announcement is hereby given that Asahi Holdings, Inc. has formulated the 6th Mid-Term Business Plan starting from April 2012 to March 2015.

During the period of the 5th Mid-Term Business Plan (April 2009 through March 2012), in this first fiscal year, we created a new group management restructure by a holding company and focused on the growth strategy such as the development of new business and M&A activities. As a result, we achieved a record-setting performance of sales and operating income in the last fiscal year of the period (FY2011).

During the period of the 6th Mid-Term Business Plan, we aim to expand business in Asia, particular in the field of precious metal recycling business and broaden our business domains through M&A including in the field of environment preservation business. We pursue the productivity enhancement in all operations to underpin the development.

1. Consolidated Performance Goals

	FY2012 (ending March 2013)	FY2013 (ending March 2014)	FY2014 (ending March 2015)
Sales	¥105billion	¥105billion	¥130billion
Operating Income	¥9billion	¥10billion	¥11.5billion
Ratio of Operating Income	8.6%	8.7%	8.8%

- In the precious meta recycling business, the amount of sales will be decreased compared to the existing sales transaction, under which we purchase precious metal materials, since we switch a part of sales transaction business to commission business on reprocessing from FY 2012.
- New M&A activities in the future are not included in the management goals above.
- For the lasting improvement of our corporate values, we make an investment for our growth strategies by maintaining our revenue base. Regarding dividend of each fiscal year, we return our profit to our shareholders through the provision of a stable dividend targeting 30% through 35% of the net income for the year.

2. New Slogan and “Asahi Way”

ACTⅢ, with “ Asahi Way”

- Act I of the Asahi Holdings Group's history was the period from its funding in 1952 until its public stock offering in 1999. Act II was the period from the stock offering until the present, the Group's 60th anniversary. The 6th Mid-Term Business Plan, under which the group will expand its overseas business operations and develop globally, is just to commence as Act III.
- In the period of the 6th Mid-Term Business Plan, we focus on the following three Actions: “Expanding business in Asia”, “Broadening our business domains through M&A”, and “Improving the Group's management efficiency”.
- As the corporate group is growing through the expansion of overseas operations and M&A, we will take the “Business philosophy”, “Code of conduct” and “Ethical Code” that our business has inherited and that represent the spirit in which we must engage with society as one of its members, condense these anew into “Asahi Way”, translate them into multiple languages, and hold them as a shared foundation across all our group companies and global employees.

3. Strategic Policies

① Business Expansion in Asia

Considering the backdrop of Yen's appreciation, concerns for energy shortage, population decline, etc., the further expansion in the domestic market cannot be expected, so we aim to enforce our collection market of the precious metal overseas such as Asia, showing a remarkable growth. We exploit a new customers and market by enforcing the alliance relationship with local companies.

② Broadening of Business domain through M&A

We continue to engage in M&A activities with high profitability and broaden our business domain not only enlarge the existing business in the environment preservation business.

③ Improving the Group's management efficiency

We enhance our flexibility and efficiency by simplifying our organization of the group companies. We concentrate the management function of the group companies under the holding company in order to reduce our management cost on the consolidated base. We make an investment into the internal IT system for its comprehensive reconstruction and the realization of the speedy and accurate data collection and analysis in order to enhance the quality of the management.