



June 29, 2012

To whom it may concern:

Company Name: Asahi Holdings, Inc.
Representative: Mitsuharu Terayama, CEO
(Code No.: 5857, First Section of the Tokyo Stock Exchange)
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Announcement of Personnel Changes

Asahi Holdings, Inc. is pleased to announce the following personnel changes today:

1. Changes in Corporate Officer (As of July 2, 2012)

Name	New Position	Current Position
Keitaro Shigemasa	Corporate Officer and General Manger of Department of Planning & Communications and Department of Information Technology Asahi Holdings, Inc.	General Manager of Department of Information Technology Asahi Holdings, Inc.

2. Major Personnel Changes (As of July 2, 2012)

Names	New Position	Current Position
Masaki Hirano	Director of Asahi Holdings and Chairman and Director of Intercentral Co., Ltd.	Director of Asahi Holdings
Hirohisa Yamaguchi	President and CEO of Intercentral Co., Ltd.	General Manager of Department of Planning & Communications Asahi Holdings, Inc.