

**TRANSLATION FOR REFERENCE PURPOSE ONLY**

*This notice has been translated from the original Japanese text of the timely disclose statement and is for reference purpose only. In the event of any discrepancy between the original Japanese and this translation, the Japanese text shall prevail.*

February 1, 2018

To whom it may concern:

Company Name: **Asahi Holdings, Inc.**  
Representative: Mitsuharu Terayama, President & CEO  
(Code: 5857, First Section of the Tokyo Stock Exchange)  
Contact: Masaharu Sawada, Corporate Planning &  
Communications Department General Manager  
(Phone: +81-3-6270-1833)

**Notification on the Introduction of Special Benefit Plan for Shareholders**

This is to notify that Asahi Holdings, Inc. resolved at our board of directors' meeting held on February 1, 2018 to introduce a special benefit plan for shareholders as shown below:

**Details**

1. Objective of the special benefit plan for shareholders

The objective is to express our appreciation for the continued support of our shareholders, encourage more people to own our company's shares and promote a deeper understanding of our group's business and products.

2. Outline of the special benefit plan for shareholders

(1) Shareholders covered by the plan

Shareholders covered by the plan are those who hold more than one share unit (100 shares) of our company's stock as stated or recorded in the Shareholder Registry as of March 31 of the current year.

(2) Details of the benefits

Eligible shareholders can purchase products of the group companies at preferential prices on the dedicated website for shareholders. The same preferential treatment is extended to all eligible shareholders regardless of the number of shares held or duration of ownership. The details are also described on our website.

(3) Period for accepting applications

July 1 to December 31 of the current year

(4) Information on the plan

We plan to enclose information on the plan, which includes details on how to apply, with the "Notice of Resolution" to be sent to individual shareholders at the end of June.