



May 13, 2010

To whom it may concern:

Company name: Asahi Holdings, Inc.  
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**Notification of an upward revision of the Medium-Term Management Plan**

Asahi Holdings, Inc. (hereinafter referred to as the “Company”) announced today that it has attained a recovery of business performance as the financial results for the year ended March 31, 2010, which exceeds the profit target for the final year (7 billion yen of consolidated operating income) in the first year of the 5th Medium-Term Management Plan (fiscal years 2009 through 2011) owing to recovery of the collection volume, prices of metals hike and the promotion of cost reduction.

Accordingly, the Company is pleased to notify you about an upward revision of the management goals in the 5th Medium-Term Management Plan that was announced on March 23, 2009 so as to reflect the abovementioned changes in the situation, as follows:

1. Revision of the Medium-Term Management Plan

	Management goals for the final year (FY2011)	
	Originally planned	Revised
Consolidated sales	100 billion yen	120 billion yen
Consolidated operating income	7 billion yen	10 billion yen
Consolidated DOE	5% level	5% level

\* Dividend on equity ratio (DOE) = Return on equity (ROE) × Payout ratio

(Original business plan and forecasts)

	FY2009	FY2011
	Forecasted	Planned
Consolidated sales	75.0	100.0
Consolidated operating income	4.0	7.0
Consolidated DOE	—	5% level

(Unit: billion yen)

(After the currently proposed revision)

FY2009	FY2010	FY2011
Actual	Planned	Planned
82.6	100.0	120.0
7.9	9.0	10.0
5.7%	5% level	5% level

(Unit: billion yen)

\* The description of the abovementioned management goals and plans represent an outlook based on the information made available at the present moment. The actual business performance can change depending on various factors.