

July 9, 2010

Company name: Asahi Holdings, Inc.  
Representative: Mitsuharu Terayama, CEO & COO  
(Code No.: 5857, First Section of the Tokyo Stock Exchange)  
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To whom it may concern:

Notice Regarding the Determination of the Exercise Price of  
Stock Options (Stock Acquisition Rights)

Asahi Holdings, Inc. (hereinafter referred to as the “Company”) has resolved at the meeting of its Board of Directors, held on June 18, 2010, as follows:

Stock acquisition rights shall be issued as stock options on July 9, 2010, pursuant to the resolution of the 1<sup>st</sup> Ordinary General Meeting of Shareholders’ held on June 16, 2010.

With respect to the amount of property to be contributed upon the exercise of stock options, the formula was decided at the Board of Directors’ meeting mentioned above. The Company hereby announces that such amount of property has been determined at JPY 193,500 (JPY 1,935 per share) as a result of calculation based on the July 9, 2010 closing price of the common stock of the Company in ordinary trading at the Tokyo Stock Exchange.

As for specific details of issuance of stock options, please refer to the “Notice Regarding Issuance of Stock Options (Stock Acquisition Rights)” dated June 18, 2010.