

7 April, 2014

To whom it may concern

Showa Holdings Co., Ltd.
Mamoru Shigeta,
Representative Executive Officer and President
(Code 5103 Tokyo Stock Exchange)
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Regarding the Sponsorship Agreement between our Major Shareholder and Professional Tennis Player, Toshihide Matsui

Recently, our major shareholder, APF Holdings has entered into a sponsorship agreement with professional tennis player Toshihide Matsui. APF Holdings has been providing continued support for athletes and has sympathized with Matsui's battle in the international stage. Therefore, APF Holdings will support him to the top 100 global ranking as well as higher challenges.

Matsui is a veteran who has been active as a professional tennis player for many years and was at the top of Japan's professional player Doubles ranking at the end of 2013. We sincerely welcome cooperation with players such as Mr. Matsui.

Our subsidiaries, Lucent Co., Ltd., which mainly is operating the tennis and soft tennis related business in Japan and Wedge Holdings Co., Ltd., is operating the supplement and overseas tennis related business. The initial business of our company, founded in 1886, was the manufacturing of the first soft tennis balls, the AKAEMU.

The sports business is considered our core business since the founding of our company. We believe that we have an important mission to promote sports. Especially in the recent years when Lucent Co., Ltd., has re-entered into the tennis field, and branched out to the managements of tennis clubs. The favorable trend of sales and profits has made it one of the main growing businesses in our group.

Our Board Chairman, Mr. Mitsuji Konoshita, is also the Representative Director of APF Holdings Co., Ltd. Matsui and players contracted under the same company will provide their support in our sports business. We will build up and promote tennis communities throughout Asia with the cooperation of the mentioned player and will be making concrete plans for events in the future.

We are a veteran company with 128 years of experience. Veteran player, Toshihide Matsui's battling stance, continuous high motivation and competency for continuous victories will be taken into our company's management and once again we vow to

continue our battle throughout Asia. We humbly ask for the support from concerned parties.

Below is the press release from APF Holdings Co., Ltd. (The release is reported in English and sent to mass media in Southeast Asian countries. The press conference held today in the presence of ITF (International Tennis Federation) was packed with news reporters.)

Regarding the Sponsorship Agreement between APF Holdings and Professional Tennis Player, Toshihide Matsui

APF Holdings has entered into a sponsorship agreement with professional tennis player, Toshihide Matsui.

Matsui is a professional tennis player with a distinguished career such as a silver medal from the Asian Games, Japan's national player in the Davis Cup, champion in All-Japan Championship and more under his belt. He is also a top national player who ranked 1st in All-Japan Doubles ranking in the end of 2013.

Although the first lease company in Cambodia, GL Finance has been the main sponsor of the Tennis Federation of Cambodia since 2012 and has contributed to the development of Cambodia's tennis by holding international tournaments in Cambodia. The sponsorship agreement with Matsui is made by APF Holdings, which is the group company of GL Finance.

From the agreement, APF Holdings will sponsor the activities of professional tennis player, Toshihide Matsui, who has been internationally active. Tennis events in Cambodia are scheduled to be help through the cooperation between Matsui, APF Holdings and GL Finance. We are hoping to contribute to the tennis in Japan and Cambodia as well as the promotion of the whole sports community.

We humbly hope that you can look forward to Matsui's ever increasing efforts in Cambodia, which will eventually progress throughout Asia.

Type of Agreement : Affiliated Sponsorship Agreement
Agreement Period : From 1 April 2014 to 31 March 2015

7 April 2014
APF Holdings Co., Ltd.
Representative Director

Mitsuji Konoshita