

7 May 2014

To whom it may concern

Showa Holdings Co., Ltd.
Mamoru Shigeta,
Representative Executive Officer and Managing Director
(Code 5103 Tokyo Stock Exchange)
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**Announcement of Appointment of New Managing Director of Our Rubber Business
Subsidiary in Malaysia**

Showa Rubber (Malaysia) Sdn, Bhd. (SRM), one of our subsidiary companies operating the rubber lining business in Malaysia, has appointed Mr. R Bala Krishnan A/L P Raman Nair (Mr. Bala), a Malaysian of Indian origin, as the new Managing Director of the company.

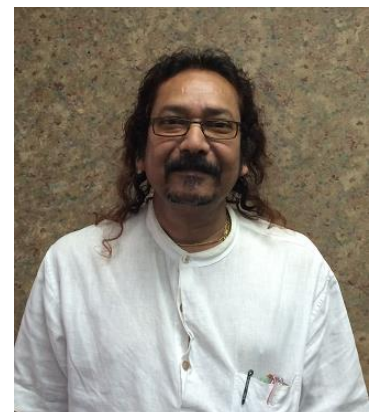
As stated in our current acceleration plan, we are accelerating the development of all our businesses throughout Asia. The mentioned personnel change was made with the foresight to achieve medium and long term growth by further accelerating our rubber business, the business which we have done from the beginning of our Group history, as well as by expanding our markets not only throughout Asia, but also to the Indian Ocean Rim Economic Area including the Middle East.

Mr. Bala was one of the members during the time when SRM had been founded and continued to play an important role in the management, sales and marketing of the company after we took over from Toyo Tire & Rubber Co., Ltd in 2009. The appointment of Mr. Bala as Managing Director symbolizes the development of GLOBAL business, the simultaneous progress of our group's globalization and localization.

Together with another announcement from us today, 'An interview with Showa Rubber's Managing Director - the business alliance with an agent', we state our strong commitment to expand our business all over ASIA as GLOCAL.

Greetings from Mr. Bala, New Managing Director

Since we were established in a small rented factory in 1994, we have hence moved on to a state-of-the-art rubber lining facility, the best in this region. We had the foresight of the constant demand for this very limited services and I am now the much privileged and honoured Managing Director of this facility since March 2014. I am proud to say that I do possess 17 good years of rubber lining knowledge skills, to meet your wants and demands, much to our valued clients.



**Mr. Bala
New Managing Director**

Moving on with Showa Rubber's mission of superb expansion plans, we have painfully placed our emphasis to offer our exemplary services to the region and maybe more, if it permits or is required.

With our resources and undivided work rate, we are now aiming to extend our niche market services to the neighbouring countries of Indonesia, Thailand, Brunei, Vietnam, Laos, Cambodia, Philippines (Singapore is already our supply market since the day of our operations), Indian Ocean Economic Region and the rest of Asia itself. Having over 200 years of experience, I'm sure that achieving it is not an impossible task, coupled with your confidence in our products.

With the undivided and superb support of our parent, SHOWA HOLDINGS in Japan, I'm rest assured that we are not too far from achieving that feat.

We already possess such credentials as:

- a) Asia's numero-uno in Rubber Lining execution and services.
- b) Effective and adequate materials to meet each and every Anti-Corrosion service requirement.
- c) Superb skilled staff to execute the required demands.
- d) Engineering and provision skills to meet such demands.
- e) Fabrication and supply skills.
- f) Planning and execution of deliveries to client's requirements.
- g) A sea-port, located 5 Km away from us to establish shipping needs to our clients.
- h) In-site jobs which is our forte.
- i) And above all, customer satisfactions with apt pricing.



Strong Performance during 1st Quarter of 2014(Jan- Mar)

We did not achieve all of these requirements overnight, but very painfully. Therefore, we are here to stay as long as such services are required by the world.

I humbly request all of you to continue supporting us, and we, in return will provide the best services ever, in keeping our esteem.

Thank you



SRM Head Office and Factory located in Pasir Gudang, Johor, Malaysia