

23 June, 2015

To whom it may concern

Showa Holdings Co., Ltd.  
Mamoru Shigeta,  
Representative Executive Officer and Managing Director  
(Code 5103 Tokyo Stock Exchange)  
Contact: Tomohiko Shoji, Executive Officer  
(Tel: 04-7131-0181)

### **Startup of Producing Ebonite Powder in Thailand - SHOWA RUBBER (THAILAND) CO., LTD. -**

We would like to announce that Showa Rubber (Thailand) Co., Ltd. ("SRT"), our subsidiary which started to operate various lining business in Thailand on April 1, 2015 succeeded to produce ebonite powder and started its sale.

The product is originally produced by AET Manufacturing Co., Ltd. ("AET"), subsidiary of AJINOMOTO CO., (THAILAND) LTD., whose business and equipment were succeeded by SRT. This is the first startup of production after our succession and also the first step for our rubber business into raw material production and sales field.



*Ebonite Production Equipment*



*Ebonite Powder*

Ebonite is very hard rubber with no elasticity for approximately 3% of elongation percentage. It is known to be a raw material used for bowling ball and fountain pen and generally sold in powder form, plate form, or rod shape.

Powder form of ebonite is ebonite powder, which is one of the major raw materials mainly used to strengthen rubber material. There are only a few producers on a global basis, and AET was the strong supplier of ebonite powder.

We can sell it not only in Thai and to neighbor countries but also to many countries worldwide in the future.

Please contact the following persons in charge of our group companies.

Worldwide	Showa Rubber (Thailand) co., Ltd.	Boonthep Kiatpornpitak	<a href="mailto:boonthep@group.showa-holdings.jp">boonthep@group.showa-holdings.jp</a> ☎ +66-81-912-2349
Japan	Showa Rubber Co., Ltd.	Tomoaki Kanno	<a href="mailto:info@showa-rubber.co.jp">info@showa-rubber.co.jp</a> <a href="mailto:kanno@group.showa-holdings.jp">kanno@group.showa-holdings.jp</a> ☎ +81-80-1156-9337
Eastern Asia	Qingdao Zhaoming Trading Co.,Ltd.	Tamotsu Somiya	<a href="mailto:shoji.t@group.showa-holdings.jp">shoji.t@group.showa-holdings.jp</a> ☎ +86-150-5327-0016
Malaysia Singapore	Showa Rubber (Malaysia) Sdn Bhd	Yukihiro Yokoyama	<a href="mailto:yokoyama@group.showa-holdings.jp">yokoyama@group.showa-holdings.jp</a> ☎ +60-7-252-8000
Indonesia Philippine	PT Showa Rubber Indonesia	Fery Dacou	<a href="mailto:oteyama@group.showa-holdings.jp">oteyama@group.showa-holdings.jp</a> ☎ +62-21-29000397
Vietnam	Showa Rubber (Vietnam) Co., Ltd.	Nguyen Ngoc Giau	<a href="mailto:giau@group.showa-holdings.jp">giau@group.showa-holdings.jp</a> ☎ +84-90-777-1323

We just announced the mid-term management plan “ACCELERATION PLAN 2015” on July 15, which has three core competitive strategies of “Asia GLOCAL Expansion”, “New Field Exploitation”, and “M&A and Cooperation”. The sale of ebonite powder is the step into new material field through M&A from “Asian intersection” Thailand. Therefore, it is the origin to realize our strategies for our company and group rubber business.

**ACCELERATION PLAN 2015:**

<http://www.showa-holdings.co.jp/news/doc/news20150615.html> (in Japanese)

In order to realize “ACCELERATION PLAN 2015”, we will carry out “Management without possession” thoroughly in addition to performing “Asia GLOCAL Expansion”, “New Field Exploitation”, and “M&A and cooperation” to enlarge our business.

Thank you.