

NOEVIR HOLDINGS

Noevir Holdings Co., Ltd. Public & Investor Relations
7-6-15 Ginza Chuo-ku, Tokyo 104-8208, Japan

December 9, 2011

Trade name: Noevir Holdings Co., Ltd.
Representative: Takashi Okura, President and Representative Director
(Securities Code Number: 4928; TSE, Second Section)
Contact: Takashi Oyama, Senior Executive Officer in charge of Corporate Affairs
Tel: +81-78-303-5101

Announcement of personnel and organizational changes at Noevir Holdings

At today's General Meeting of Shareholders and Board of Directors' meeting of Noevir Holdings Co., Ltd., the Company decided to make the following personnel and organizational changes.

1. Noevir Holdings Co., Ltd.: Executives (As of December 9, 2011)

Directors

	New title	Former title
Hiroshi Okura	Chairman and Representative Director	Chairman and Representative Director
Takashi Okura	President and Representative Director	President and Representative Director
Masashi Akagawa	Vice President and Representative Director *	Vice President and Director
Ikko Yoshida	Director and Senior Executive Officer General Manager, Management Strategy	Director and Senior Executive Officer General Manager, Management Strategy
Yasuo Kaiden	Director (President and Representative Director of Noevir Co., Ltd.)	Director (President and Representative Director of Noevir Co., Ltd.)
Masataka Nakano	Director (President and Representative Director of Tokiwa Pharmaceutical Co., Ltd.)	Director (President and Representative Director of Tokiwa Pharmaceutical Co., Ltd.)
Sanae Tanaka	Outside Director	Outside Director

* Profile of newly appointed representative director.

Name: Masashi Akagawa

Date of Birth: January 28, 1952

Shares owned: 2,000

Profile:

April 1974 Joined The Sumitomo Bank (currently known as: Sumitomo Mitsui Banking Corporation)
November 2002 Advisor, Noevir Co., Ltd.
December 2002 Director, Accounting and Overseas Operations, and General Manager of Kobe Headquarters,
Noevir Co., Ltd.
December 2006 Director, Overseas Operations, Accounting and Corporate Affairs
Chairman of the Risk Management Committee, and General Manager of Kobe Headquarters,
Noevir Co., Ltd.
December 2007 Managing Director, Overseas Operations and Accounting, and General Manager of Kobe
Headquarters, Noevir Co., Ltd.
December 2009 Managing Director, Operations, Noevir Co., Ltd.
March 2011 Director, Noevir Co., Ltd. (resigned)
Vice President and Director, Noevir Holdings Co., Ltd.

Executive Officer Appointments***Senior Executive Officers***

	New title	Former title
Takashi Oyama	Senior Executive Officer General Manager, Corporate Affairs	Senior Executive Officer General Manager, Corporate Affairs
Noboru Saito	Senior Executive Officer General Manager, Human Resources	Senior Executive Officer General Manager, Human Resources

Executive Officers

	New title	Former title
Masayuki Hamaguchi	Executive Officer Accounting General Manager Management Information Systems	Executive Officer Accounting General Manager Management Information Systems

Executive Officer Resignation

	Former title
Masayuki Ueda	Executive Officer General Manager Brand Development (Executive Officer and General Manager Brand Strategy of Tokiwa Pharmaceutical Co., Ltd.)

* Mr. Ueda will continue to hold the position of Executive Officer and General Manager of Brand Strategy at Tokiwa Pharmaceutical Co., Ltd.

2. Organizational Changes (As of December 9, 2011)**Transfer of Brand Development functions**

Management Strategy will take over the brand development functions for the entire Group from Brand Development. In the future, brand strategy will address these increasingly complex times and the diversity of changes and each business unit will promptly respond to them.

