

22 July 2014

To whom it may concern

Showa Rubber Co., Ltd.
Tadashi Watanabe,
Representative Managing Director
348, Toyofuta, Kashiwa-city, Chiba

Notice Regarding the Change of Organization (Introduction of Business Unit System) & Personnel Changes

We would like to inform the implemented organization and personnel changes as follows.

Description

1. Change of Organization (Dated 14 July 2014)

For the purpose of customer service improvement and flexible business managements, we have formed BU (Business Unit) which specializes in each of the current and new business areas and reorganized the following 3 BU and 1 business support unit.

【Plant and Anti-Corrosion BU】

Major Areas: Rubber lining and other anti-corrosion installation for plants.

【Component BU】

Major Areas: Joint R&D, and supply of parts for industrial machinery and equipment.

【Consumer & Medical BU】

Major Areas: Planning, development, production, and supply for medical and consumer products.

【Business Support BU】

Major Areas: Business Management Support (human resources, finance, assets, etc.)

2. Organizational Structure

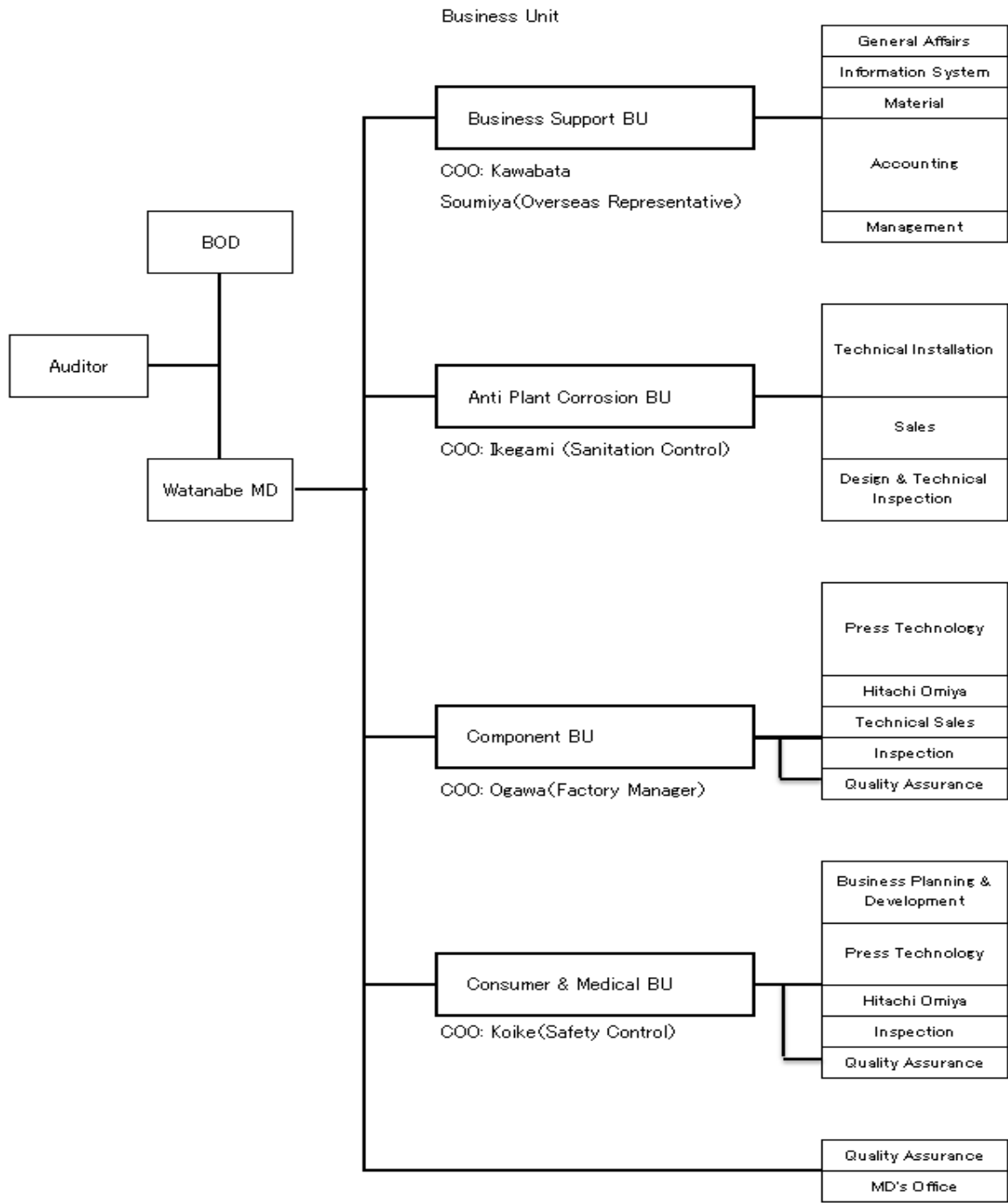
Abolished organization by function in the past (sales, production, development, etc.) and reorganized them according to each business areas which is seamless from planning & development to production (installation) and follow-ups which can provide speedy services.

3. Personnel Structure

Young and enthusiastic COO (Chief Operations Officer) which has shown rapid growth in the company within these few years has been appointed for each business unit to be the strong pioneers for each unit.

*Please see the attached new organization chart as well.

New Organization Chart



Thank you.