

[Provisional Translation Only]

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Asset Managers Holdings Co., Ltd. (Osaka Securities Exchange, Hercules Market, 2337)

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Notice Regarding the Exercise of March 17, 2012 Convertible Notes

Asset Managers Holdings (“the Company”) today announced the current status of the exercise of the Company’s Zero Coupon Japanese Yen Convertible Notes Due March 17, 2012 (“Convertible Notes”).

- Exercise period: 4/3/06 – 3/7/12
- Total number of shares exercised: 1,047,710 shares (as of 7/31/10)
- Total amount exercised: ¥8,560 million (as of 7/31/10)
- Remaining outstanding amount: ¥4,340 million (as of 7/31/10)

Details of the Convertible Notes exercised:

Exercise period	Number of shares exercised		Exercise price	Total amount exercised (million yen)
	New shares	Transferred treasury stock		
7/1/10 – 7/31/10	24,479	—	¥8,170	200
6/1/10 – 6/30/10	—	—	¥8,170	—
5/1/10 – 5/31/10	—	—	¥8,170	—
4/1/10 – 4/30/10	30,599	—	¥8,170	250
3/1/10 – 3/31/10	—	—	¥8,170	—
4/1/09 – 2/28/10	992,632	—	¥8,170	8,110

- The Company’s total number of shares outstanding as of 7/31/10 was 1,805,353 shares (including 240 treasury shares).
- Convertible Notes with a face value of ¥100 million were redeemed on 2/25/09 on the exercise of a put option by the noteholder.