

Strategic Business Innovator

Daiwa Investment Conference Tokyo 2010

A New Growth Strategy for an "Internet-based Comprehensive Financial Group"

- To accelerate growth of five core businesses -

March 11, 2010 Yoshitaka Kitao Representative Director & CEO SBI Holdings, Inc. The items in this document are provided as information related to the business strategy of SBIH Group companies and not as an invitation to invest in the stock or securities issued by each company.

None of the Group companies guarantees the completeness of this document in terms of information and future business strategy.

The content of this document is subject to revision or cancellation without warning.

Note: Fiscal Year ("FY") ends March 31 of the following year



I. SBIH's Remarkable Growth Since its Establishment

- 1. SBIH's Management Philosophy and the Past Decade's Transition Since its Establishment
- 2. Fastest Growing Financial Innovator in Japan
- 3. The Organization's Rapid Corporate Growth was Solidified Through the Formation and Development of the Business Ecosystem Which Strengthened the Group's Competitiveness



1. SBIH's Management Philosophy and the Past Decade's Transition Since its Establishment

The DNA of the SBIH Group's Corporate Culture SBI That Should Be Passed on to Future Generations

The SBIH Group's Management Philosophy is based on:

(1) Sound Ethical Values; (2) Financial Innovation; (3) New Industry Creation; (4) Self-Evolution; (5) Social Responsibility

SBIH's Corporate DNA

Continuously Carry on Entrepreneurial Endeavors

Avoid the complacency seen among many large corporations, and continue to be a pioneer that takes on new challenges

Focus on Speed

Be quick to decide and act

Facilitate Innovation

Avoid being blinded by past successes, and continue to exercise a creative spirit

Continue the Self-evolution Process

Continue self-transformation and growth promotion while flexibly adapting to changes

SBI Holdings Today



| | Establishment 1999 | End of Dec. 2009 |
|--------------------------------|-----------------------|---|
| Customer base | 0 | 10.74 million (as of the end of Feb. 2010) |
| Officers and employees (cons.) | 55 | 2,535 Peak time : 2,666 (FY2007) |
| Operating revenues (cons.) | 0 | 130.9 bil. yen (FY2008) Peak time : 222.6 bil. yen (FY2007) |
| Consolidated subsidiaries | 0 | 100 companies (Including partnership) |
| Publicly owned companies | 0 | 8 companies (including the SBIH) Peak time:11(FY2007) |
| Capital | 50 mil. yen | 55.3 bil. yen |
| Net assets | 50 mil. yen | 428.1 bil. yen |

SBIH Group's Growing Online Customer Base



| 1999 Mar. 2005 Mar. 2008 Sept. 2009 Dec. 2009 Feb. 2010 Feb. 2010 Feb. 2010 10.74 mil. | | | | |
|--|--|-------------------------|-------------------------|--|
| SBIH Group company and division | | Dec. 2009 (thousand) | Feb. 2010 (thousand) | |
| SBI SECURITIES | (Accounts) | 2,002 | 2,037 | |
| SBIH InsWeb | (No. of customers) | 3,090 | 3,214 | |
| E-LOAN | (No. of customers) | 919 | 932 | |
| Other financial websites | (No. of customers) | 115 | 117 | |
| MoneyLook | (Total no. of customer registrations) | 544 | 552 | |
| Morningstar Japan | (New portfolio customer registrations) | 50 | 53 | |
| SBI Card | (Cards issued) | 63 | 68 | |
| SBI Sumishin Net Bank | (Accounts) | 638 | 714 | |
| SBI Insurance | (Total no. of contract) | 100 | 118 | |
| Autoc one | (Total no. of service users) | 1,780 | 1,780 | |
| Lifestyle related websites | (Total no. of customer registrations) | 484 | 503 | |
| E*GOLF | (Total no. of customer registrations) | 367 | 369 | |
| Others | | 286 | 283 | |
| Total | | 10,438 | 10,740 | |

*The counting method was changed on Sept. 2009, so the total count method is somewhat different before and after then.

* Repetition customers between group companies are counted double while it is omitting repetition in each service site when it can be recognized as a unique user.

* The number of total number of contract of SBI Insurance excludes continuing contracts, expiring contracts, and early-withdrawal



2. Fastest Growing Financial Innovator in Japan



(1) Venture Capital

After only 8 years since its establishment, SBI Investment (a 100% subsidiary of SBIH) became Japan's No.1 venture capital company.

Recorded the Best Track Record Among Japanese Venture Capital Companies



(funds that redeemed after 2000)

SBIH

| Fund name | IRR |
|-----------------------------------|------|
| Softbank Ventures | 20.5 |
| Softven #2 | 20.4 |
| LBO Fund #1 | 18.3 |
| Enterprise Revitalization Fund #1 | 25.7 |
| VR Enterprise Revitalization Fund | 27.7 |
| Softbank Contents Fund | 5.0 |
| Softbank Internet Technology Fund | 6.5 |
| Average IRR 🛛 🕻 | 17.7 |

| Fund name | IRR | |
|-----------------|----------|--|
| JAFCO No.6 | 0.0 | |
| JAFCO G-3 | Negative | |
| JAFCO G-4 | Negative | |
| JAFCO R1(A)(B) | 1.2 | |
| JAVP2 | 3.2 | |
| JAFCO G-5 | 4.2 | |
| JAFCO R2 | 4.4 | |
| JAFCO R3 | 12.9 | |
| JAFCO G6 (A)(B) | 10.9 | |
| JAFCO G7 (A)(B) | 6.2 | |
| Average IRR | 6.1 | |

JAFCO*

Daiwa SMBC (Unit: %)

| Fund name | IRR |
|---------------------|-----|
| NIF Global Ventures | 4.1 |
| NIF #7 | 1.1 |
| NIF #8 | 3.4 |
| NIF #9 | 0.5 |
| NIF10-A | 3.0 |
| NIF10-B | 3.0 |
| ML-NIF1 | 5.4 |
| NIF #11 | 1.9 |
| Average IRR | 2.8 |

At SBI Investment, a core subsidiary of the Asset Management Business, there are 119 IPOs (17.5% of total investee companies) in 679 of all investee companies

* Performances of JAFCO G-3 and G-4 are negative and not disclosed. Figures of IRR, IPOs, investee companies are as of end of Sept. 09.

- Note 1: Compiled from investor relations material of each company. Figures for IRR were compiled directly from investor relations material of each company
- Note 2: Figures for average IRR are simple averages of each fund. However, for JAFCO, three funds with no recorded data were excluded from the calculation

3Q(9M) FY09 Performance Comparison of SBIH Asset SBI Management Business and JAFCO

Financial results of 3Q(9M) FY2009

(Unit: billion yen, %)

| | Operating Revenues | YoY Change | Operating Income | YoY Change |
|---|-----------------------|---------------|---------------------|---------------|
| SBIH Group's Asset Management Business | 15.0 | +18.9 | 2.5 | +24.2 |
| JAFCO (*without consolidating funds) | 12.4 | -31.0 | -2.4 | - *2 |

New Investment Amount in 3Q(9M) FY2009

(Unit: billion yen, %)

| | 3Q FY2009 (Oct Dec.) | 3Q(9M) FY2009 (Apr Dec.) | (Reference) 3Q(9M) FY2008 | (Reference) FY2008 (full year) |
|---|-------------------------|-----------------------------|------------------------------|-----------------------------------|
| SBIH Group's Asset Management Business | 14.5 | 45.6 | 72.1 | 95.2 |
| JAFCO | 1.9 | 13.1 | 28.1 | 32.5 |

*1 JAFCO adopts method of excluding the consolidation of funds, whereas the performances of the SBIH include the consolidation of funds. In 3Q(9M) FY09 JAFCO's net loss posted 1.1 bil. yen and net loss posted 17.0 bil. yen in full year.

*2 Operating loss of 3Q(9M) FY08 posted 1.0 billion yen

*3 Amounts are rounded to nearest 100 million yen



(2) Securities Brokerage-related

SBI SECURITIES, within a Short Period Since its Establishment, has Largely Distanced Itself from Its Online Competitors to Procure a Top Ranking.

SBI SECURITIES Continues to Dominate in Various Categories



| | Solution (%) Accounts *1 Share of Stock *2 Accounts *1 Share of Brokerage Trading Value(%) Margin Trading Value(%) | | | | | | | |
|---|--|-----------|---|----------|------|---|----------|------|
| 1 | SBI | 2,037,632 | 1 | SBI | 35.5 | 1 | SBI | 39.8 |
| 2 | Monex | 943,399 | 2 | Rakuten | 14.5 | 2 | Rakuten | 16.5 |
| 3 | Rakuten | 942,062 | 3 | Matsui | 8.3 | 3 | Matsui | 9.3 |
| 4 | Matsui | 799,224 | 4 | Kabu.com | 6.0 | 4 | Kabu.com | 7.1 |
| 5 | Kabu.com | 696,509 | 5 | Monex | 5.6 | 5 | Monex | 5.7 |
| 1 | | | | | | | | |



Customer Assets

(100 mil. yen)

*2

| 1 | SBI | 37,340 |
|---|----------|--------|
| 2 | Monex | 16,706 |
| 3 | Matsui | 12,959 |
| 4 | Rakuten | 12,779 |
| 5 | Kabu.com | 10,471 |

| 5 | (mil. ye | n) *2 |
|---|----------|--------|
| 1 | SBI | 35,162 |
| 2 | Matsui | 18,868 |
| 3 | Rakuten | 17,322 |
| 4 | Monex | 16,698 |
| 5 | Kabu.com | 11,697 |

Operating Revenue

| | Operatin | g |
|------------|----------|---|
| <u>×</u> . | (mil | v |

Income

(mil. yen)

*2

| 1 | SBI | 10,054 |
|---|----------|--------|
| 2 | Matsui | 8,914 |
| 3 | Rakuten | 4,751 |
| 4 | Monex | 3,984 |
| 5 | Kabu.com | 3,940 |

*1 As of the end of Feb. 2010 *2 the data of 3Q FY2009

> 12 Source: Complied by SBIH from disclosed information

SBI SECURITIES' Ranking within the Securities Industry (consolidated) (billion yen)

10.1

6.9

3.6

2.5

1.6

-1.9

-2.1

-3.7

-13.5

-14.6

-25.0

-34.5

-45.4

-85.0

-709.4



| <u>FY2007</u> | | | <u>F</u> | <u>FY2008</u> | | | |
|---------------|------------------|--------|----------|---------------|------------------|--|--|
| 1 | Daiwa | 46.4 | | 1 | SBI | | |
| 2 | Nikko *1 | 17.1 | | 2 | Matsui | | |
| 3 | Matsui | 12.8 | | 3 | Kabu.com *3 | | |
| 4 | SBI | 11.9 | | 4 | Tokai Tokyo | | |
| 5 | SMBC Friend | 11.3 | | 5 | SMBC Friend | | |
| 6 | Shinko | 9.4 | | 6 | Okasan | | |
| 7 | Tokai Tokyo | 9.0 | | 7 | Monex | | |
| 8 | Mitsuibishi UFJ | 8.1 | | 8 | Rakuten | | |
| 9 | Monex | 7.2 | | 9 | Shinko | | |
| 10 | Kabu.com *2 | 6.0 | 1 | 0 | Nikko *2 | | |
| 11 | Okasan | 5.6 | 1 | 1 | Mizuho Investors | | |
| 12 | Mizuho Investors | 5.3 | 1 | 2 | Mizuho | | |
| 13 | Rakuten | -0.3 | 1 | 3 | Mitsubishi UFJ | | |
| 14 | Nomura *3 | -67.8 | 1 | 4 | Daiwa | | |
| 15 | Mizuho | -418.7 | 1 | 5 | Nomura *3 | | |

3Q(9M) FY2009

| 1 | Mizuho ∗₅ | 129.9 |
|----|------------------------|-------|
| 2 | Nomura *3 | 49.4 |
| 3 | Daiwa | 46.2 |
| 4 | Nikko Cordial | 37.7 |
| 5 | Mitsubishi UFJ | 25.1 |
| 6 | SMBC Friend | 12.1 |
| 7 | SBI | 6.0 |
| 8 | Rakuten | 5.9 |
| 9 | Matsui | 5.7 |
| 10 | Toaki Tokyo | 5.5 |
| 11 | Mizuho Investors | 4.8 |
| 12 | Monex | 2.8 |
| 13 | Okasan | 2.7 |
| 14 | Kabu.com ^{*2} | 2.5 |

*1 Nikko includes the total of Nikko Cordial Securities and Nikko Citigroup.

- *2 Non-consolidated basis
- *3 Pre-tax income in operating income (based on the U.S. accounting standard)

*4 Mizuho Securities and Shinko Securities are merged to into Mizuho Securities on May 7 2009.

*5 Including 110,219 mil. yen as the profit of negative goodwill in 1Q FY2009

*6 Total of former Nikko Cordial Securities' Net Income in 1Q and 2Q and current Nikko Cordial Securities' 3Q net income, which started its business in 2010. This is because its group reorganization.

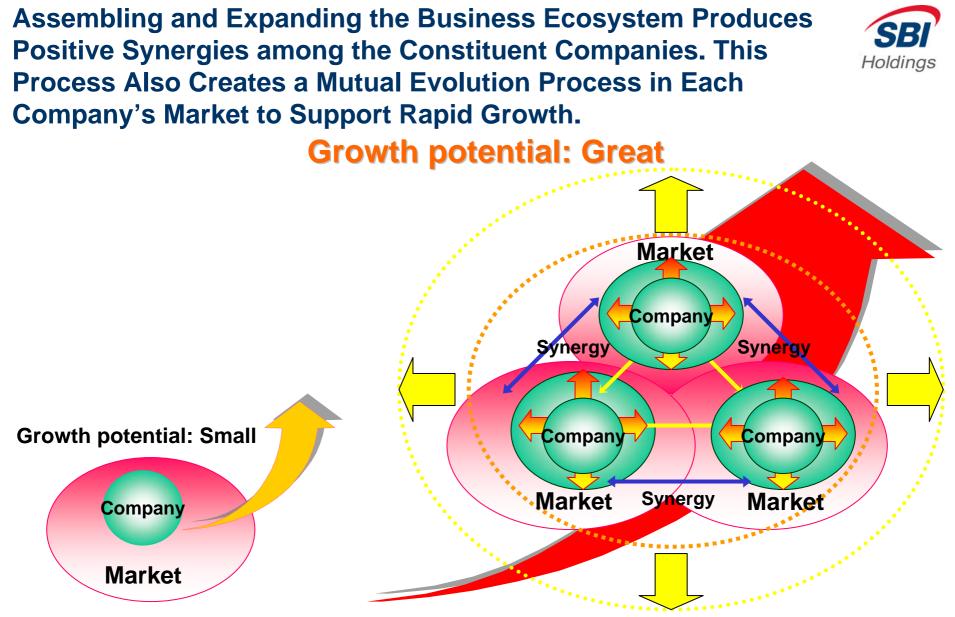
 (Consolidated, Amounts are rounded down to the nearest100 million yen.)
 (Source: Compiled by SBIH based on available information)

Comparison of Stock Brokerage Trading Value Holdings with Major Securities Companies (billion yen) Change in brokerage trading value 30,000 25,000 20,000 Share in 3Q FY2009 Passed Nomura in 4Q FY2004 Nomura 15,000 13,992(12.4%) SBI 11,609(10.3%) 10,000 10.4% in 2Q **FY09** Rakuten 4,630(4.1%) 5,000 Matsui 2,497(2.2%) Daiwa 1,388(1.2%) NikkoCordial 0 10 20 30 40 10 20 30 40 10 20 30 40 10 20 30 40 10 20 30 40 10 20 30 40 10 20 30 40 10 20 30 40 10 20 30 40 10 20 30 600(0.5%) FY2001 FY2002 FY2003 FY2004 FY2005 FY2006 FY2007 FY2008 FY2009

Source: Based on TSE and company materials (SBI includes orders from overseas investors) * Figures of Daiwa SMBC and Nikko Citi are not disclosed from this fiscal year. (Unit: billion yen; percentages based on brokerage trading value of three major exchanges) 1



3. The Organization's Rapid Corporate Growth was Solidified Through the Formation and Development of the Business Ecosystem Which Strengthened the Group's Competitiveness



A company as a single economic entity

A "business ecosystem" in which a variety of constituent companies work together to achieve mutual evolution ¹⁶

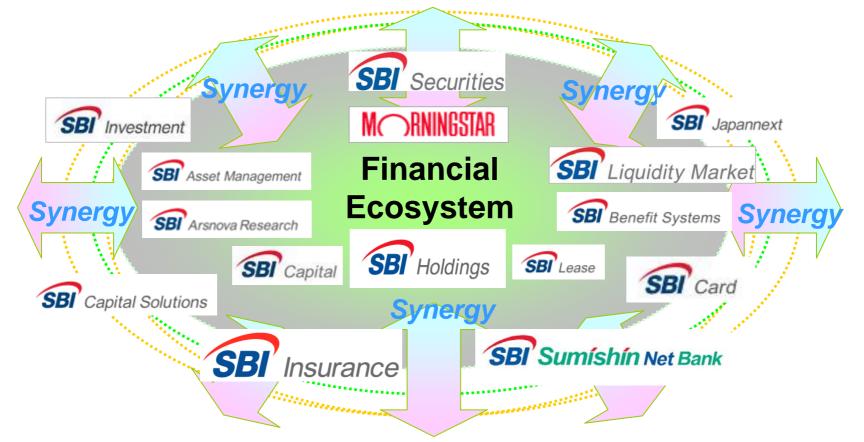
Formation of a Financial Business Ecosystem

Holdinas

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Since the establishment of the SBIH Group, we have been expanding our financial ecosystem to realize one list service, by forming a variety of joint ventures with leading companies in the financial industry

<u>A globally unique Internet-based financial</u> conglomerate is established





II. SBI Holdings' Future Business Strategy

- 1. SBIH Group's Pentagon Management of the Financial Services Business
- 2. Investment Business Focusing on Growth Industries and Emerging Markets



1. SBIH Group's Pentagon Management of the Financial Services Business

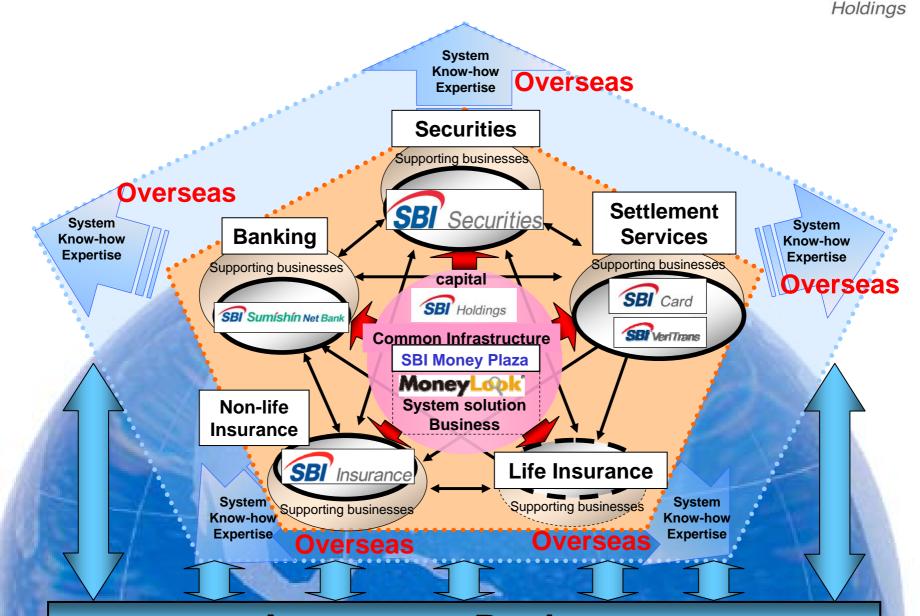
SBIH Group's Financial Pentagon Management (1) SBI

- 1. Our financial ecosystem consists of five core businesses among our financial services: Securities, Banking, Non-life Insurance, Life Insurance and Settlement Services.
- 2. Create synergies by mutually linking core businesses to provoke exponential growth for the entire Group.
- 3. Focusing on each core business, we will allocate affiliated companies and businesses that possess core business support functions, and aggressively pursue synergy effects with each core business in order to differentiate ourselves from our competitors, thereby promoting exponential growth in each core business.

SBIH Group's Financial Pentagon Management (2) SBI

- The face-to-face channels, such as SBI Money Plaza, 4. will be expanded across Japan (with plans to reach a Group total of 200 shops by early FY 2010), to serve as an infrastructure business that will propel growth in the five core businesses and advance the fusion of the online and face-to-face services. This will enable the organization to provide, on a neutral basis, comparably superior products to customers whether inside or outside of the Group, so that the SBIH Group may become Japan's largest financial product distributor.
- 5. By introducing the systems and know-how of our core businesses accumulated in Japan tandem with the economic development of the emerging countries, SBIH will be positioned to promote the development of the financial services business in those countries.

Concept Image of Financial Pentagon Management SBI



Investment Business



No.1 real based on Internet securities company with over 2 million accounts

Supporting Companies, Related Companies and Overseas Related Products [Supporting Companies]

- > SBI Liquidity Market Co., Ltd.: Foreign exchange margin trading platform
- SBI Japannext Co., Ltd.: Promoting best execution method as Japan's largest PTS market

[Financial Content Business]

- Morningstar Japan K.K.: Provision of investment trust evaluation and economic news and stock reports of companies based in the US, UK, Suisse, China, India, and Brazil generated by Morningstar, Inc.
- SBI Fund Bank Co., Ltd.: Financial commodity agent which also provides analysis information mainly tailored to investment trusts
- Wall Street Journal Japan K.K.: Started "WSJ Japan Edition" which provides articles from an unique standpoint
- Searchina Co., Ltd.: Operation of "Searchina", Japan's largest Chinese information website.

[Overseas related products]

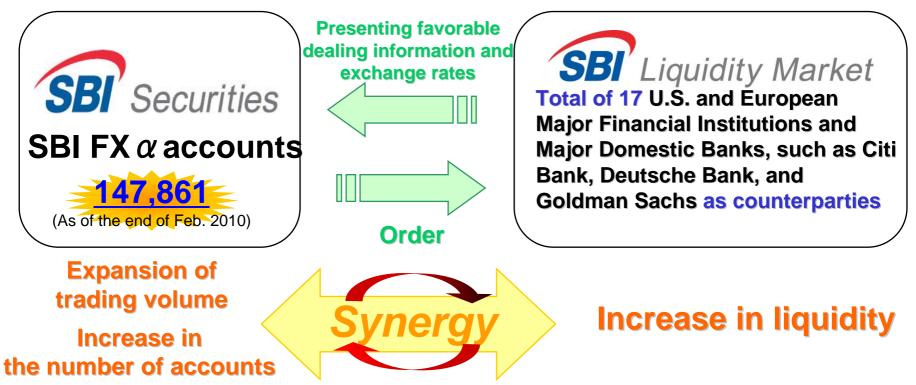
SBI SECURITIES handles U.S. stocks, aligned with Interactive Brokers, South Korean stocks, aligned with E*Trade Securities Co., Ltd., and Chinese stocks, aligned with Kingsway, as well as producing stock reports of companies generated by Morningstar, Inc.



Case Study (1): SBI Liquidity Market and SBI SECURITIES



The favorable cycle for growth of SBI Liquidity Market provided by trading expansion at SBI SECURITIES

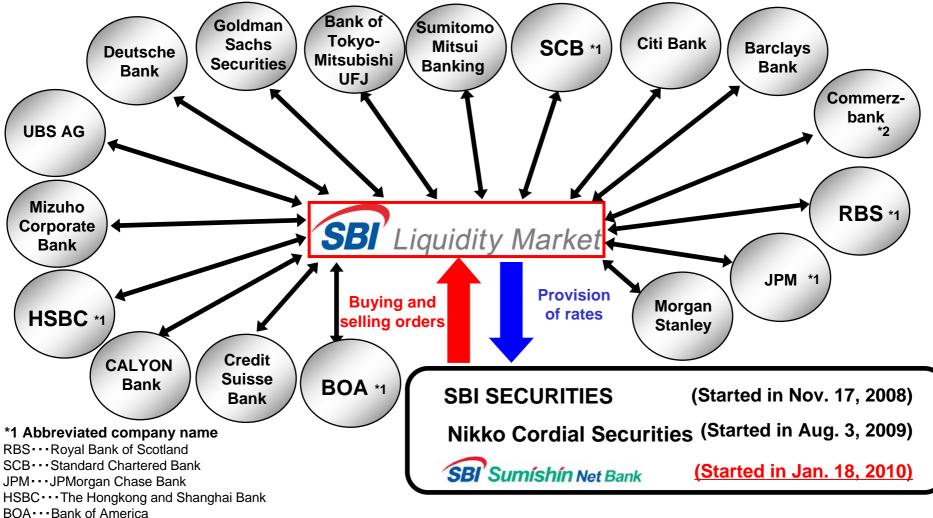


Expansion of trading volume of SBI SECURITIES increases liquidity of SBI Liquidity Market. Increasing liquidity provides an enhanced trading environment for customers, and it will also expand the FX trading market size for the individual traders.

Providing Stable Trading Opportunities Through a Total of 17 Banks, Including U.S. and European Major Financial Institutions and Major Domestic Banks as Counterparties



(*Under negotiation with two other financial institutions) Five banks (Mizuho Corporate Bank, HSBC, CALYON Bank, Bank of America, Credit Suisse Bank) are newly participating as counterparties in this fiscal year

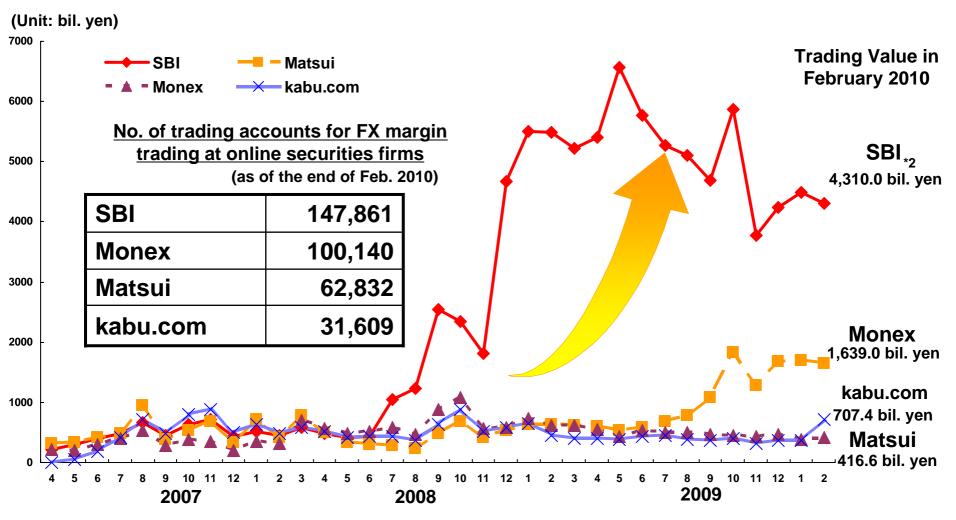


*2 Commerzbank acquired Dresdner Kleinwort, and took over the business.

FX Margin Trading Value of the Four Major Online Securities Companies *1



FX margin trading value at SBI SECURITIES increased sharply after the improvement of service offerings utilizing SBI Liquidity Market



*1 Four online securities firms that disclosed the information (SBI SECURITIES, Monex, Matsui and kabu.com)

*2 Trading value total of "SBI FX" and "SBI FX α " from Nov. 2008 to Feb. 2009

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Source: Complied by SBIH from disclosed information

Since its inception on November 17, 2008, in a very short period of time, SBI Liquidity Market has grown to become a subsidiary that contributes substantively to the Group's consolidated performance

[Earnings Contributions by SBI Liquidity Market]

(Unit: bil. yen)

| | FY2008 | | | FY2009 | | | | |
|--|--------|------|-------|--------|------|-------------|-------------|--|
| | 3Q * | 4Q | Total | 1Q | 2Q | 3Q | Total | |
| Operating Revenue | 0.55 | 2.35 | 2.90 | 2.82 | 2.79 | <u>2.54</u> | <u>8.15</u> | |
| Incl. Gain on Trading of SBI SECURITIES (Operating Income for SBI SECURITIES) | 0.35 | 1.49 | 1.83 | 1.79 | 1.76 | <u>1.59</u> | <u>5.14</u> | |
| Operating Income | 0.11 | 0.73 | 0.84 | 0.86 | 0.84 | <u>0.75</u> | <u>2.45</u> | |

* 1.5 months from the start of operations

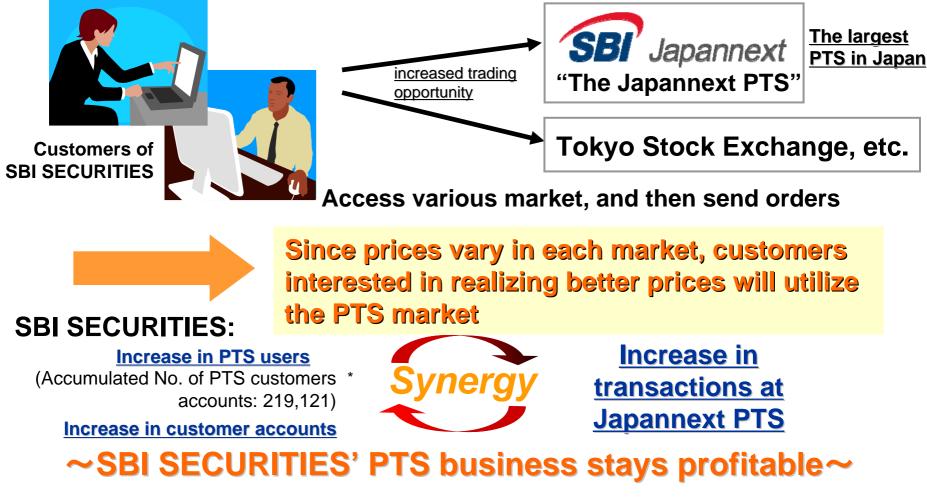
Plan to increase the liquidity (transaction volume) and profitability through increasing the number of connected companies, as evidenced by the connection of SBI Sumishin Net Bank on Jan. 18, 2010



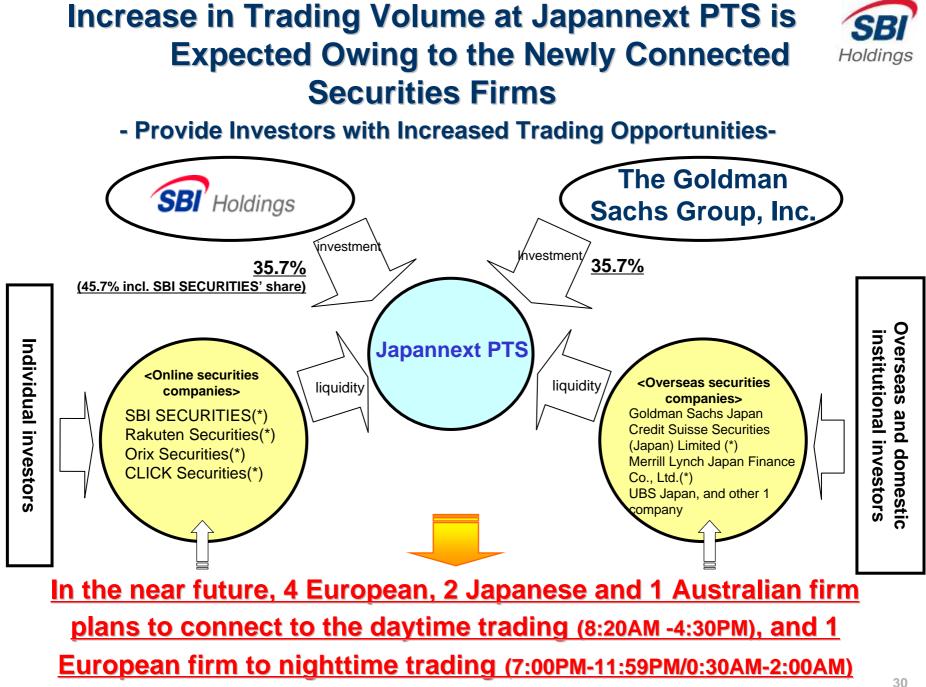
Case Study (2): SBI SECURITIES and SBI Japannext



Started nighttime trading in Aug. 2007 / Started daytime trading in Dec. 2008



* Accumulated number since Feb. 2007 as of the end of Feb. 2010 ²⁹





Case Study (3):

Expansion of Global Financial Content Business

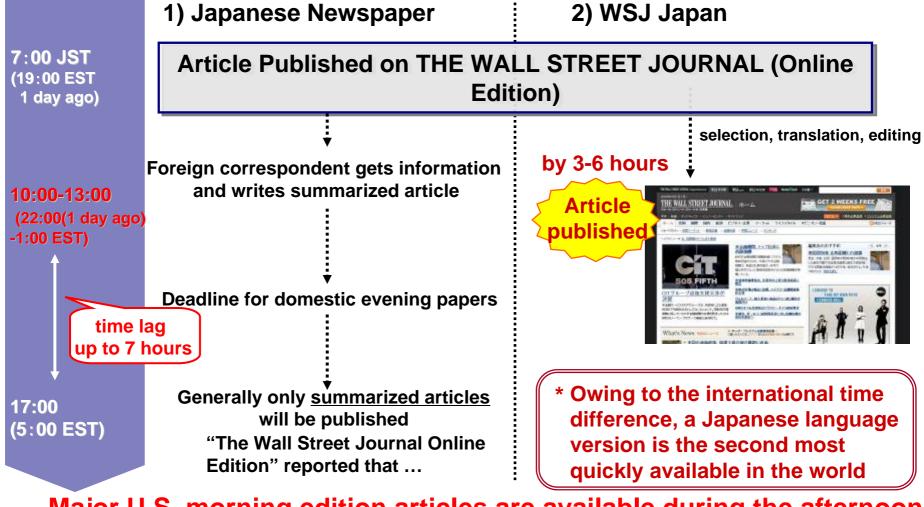
Wall Street Journal Japan Edition started providing its information on Dec. 15



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- Start of the First Full-fledged Paid Online Media -

Difference between foreign news posted on Japanese newspapers and on WSJ Japan Article for WSJ (morning edition) (Image)



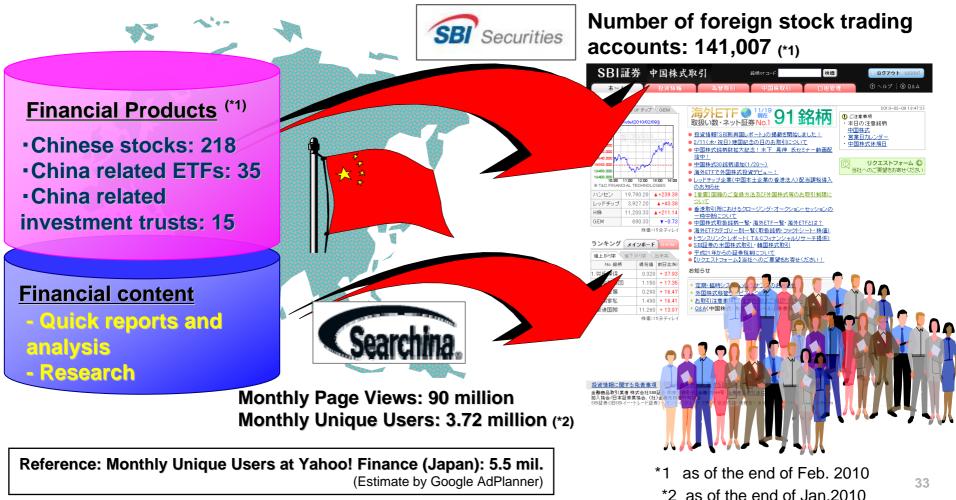
Major U.S. morning edition articles are available during the afternoon of the previous day in Japan

Group synergies through an alliance with "Searchina"

"Searchina" to Become a Subsidiary in February 2010 as Part of the Global Financial Content Business



A comprehensive global financial information presentation becomes possible, through an expanded source of economic information on the rapidly growing Asian countries such as China, in addition to the Japanese stock and investment trust information at Morningstar Japan, and an independent viewpoint on overseas economic information at WSJ Japan Edition. Also, SBI SECURITIES strives to improve Chinese related services through synergies with Searchina





Deposits at Internet bank topped 1 trillion yen after 2 years and 5 months since start of operations

Supporting Companies, Related Companies and Overseas Development [Supporting Companies]

- SBI AutoSupport Co., Ltd.: Support for the provision of automotive financial services through automobile dealers
- SBI Receipt Co., Ltd.: Receipt Financing
- CEM Corporation: Real estate secured loans and guarantee services

[Related Companies]

SBI Mortgage Co., Ltd.: Established the sales agencies network of Flat 35, a product of Japan Housing Agency. Housing loans Outstanding exceeded 600 billion yen as of the end of Feb. 2010

[Overseas Banking Business]

- Fien Phong Bank (Vietnam): Started operations in May 2008. SBIH acquired 20% shares in Aug 2009.
- Phnom Penh Commercial Bank (Cambodia): Started operations in Sept. 2008. SBIH invested in 40% of the shares
- OBIBANK (Russia): Reached a basic agreement with its parent company, METROPOL, to invest in 50% of the Bank.

Steadily Growing Customer Base of SBI Sumishin Net Bank

As of the end of Feb. 2010



Accounts: 714,688

Deposits: 1,069.2 bil. yen

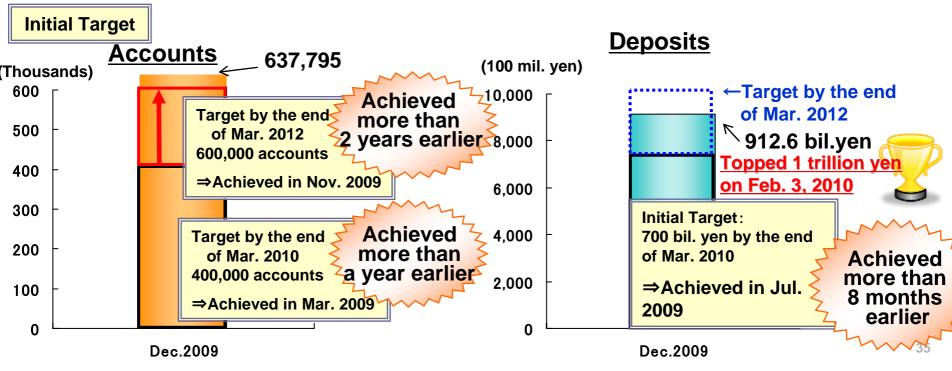
Loans Issued: 389.0 bil. yen

(Mortgage + Internet loan)

(preliminary report)

Total of housing loans outstanding exceeded 400 billion yen in Mar. 4, 2010

<Comparison with the target as of December 2009>





Deposits Topped 1 Trillion Yen After 2 Years and 5 Months Since Start of Operations



Offering competitive interest rates, free ATM transactions for individual customers and several sales campaigns, <u>SBI Sumishin Net Bank Deposits topped 1 trillion yen after only 2</u> years and 5 months (864days) since its start of operations on September 24, 2007.

Days required by major Internet banks to reach 1 trillion yen in deposits:

| | Start of operations | Time needed to reach 100 billion yen (*1) | Days after start of operations | Time needed to reach 1 trillion yen (*1) | Days after start of operations | Deposit outstanding (*2) |
|--------------------------|---------------------|---|--------------------------------------|--|--------------------------------------|-----------------------------|
| eBANK | 2001/7/23 | 2003/10/1~ 2004/3/31 | 801- 983 days | - | _ | 697.1 bil. yen |
| Japan Net Bank | 2000/10/12 | 2002/10/1~ 2003/03/31 | 720- 901 days | - | _ | 449.2 bil. yen |
| Sony Bank | 2001/6/11 | 2002/3/1~ 2002/03/31 | 264- 294 days | 2008/1/1~ 2008/1/31 | <u>2,365-</u> <u>2,395 days</u> | 1,504.9 bil. yen |
| SBI Sumishin Net Bank | 2007/9/24 | 2007/11/19 | 57 days | 2010/2/3 | <u>864days</u> | 1,069.2 bil. yen |

•Topped 400 bil. yen in Aug. 2008!⇒Surpassed Japan Net Bank at the end of Sept. 2008 (after a year from the start of operation)

•Topped 700 bil. yen in Jul. 2009!⇒ Surpassed eBank at the end of Jul. 2009

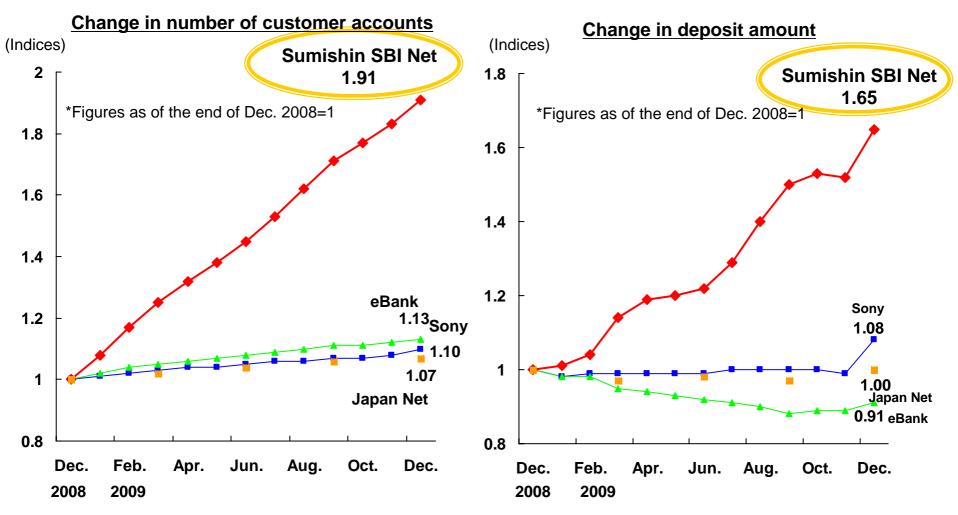
(after less than 2 years from the start of operation)

•Topped 1 trillion yen in Feb. 2010!

*1 Time needed for deposits to reach target amount based on information announced by each bank.

*2 Deposit outstanding of eBank is based on the figures as of January 2010, that of Japan Net Bank as of the end of December 2009, and Sony Bank and SBI Sumishin Net Bank as of the end of February 2010. That of SBI Sumishin Net Bank is advance report.

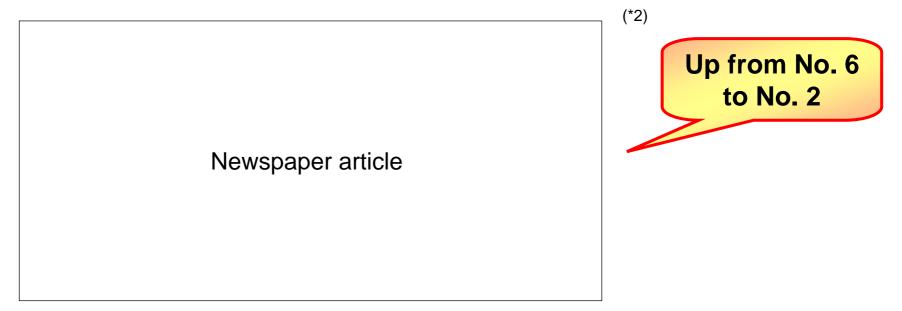
Customer Base Development of Four Major Internet Banks in SBI the Previous Year (From Dec. 2008 to Dec. 2009)



Number of customer accounts and deposit amount of Sumishin SBI Net Bank increased approximately two times YoY

Ranked No. 2 in 6th Nikkei Financial Institution **Ranking for "Customer Satisfaction"** Holdinas

No. 2 for "customer satisfaction by age group" in the 40s category, No. 2 for "customer satisfaction by geographic area" in the "Tokyo metropolitan area only" category and jumped from No. 14 in the previous ranking to No. 7 for "asset management and loan proposal capability"



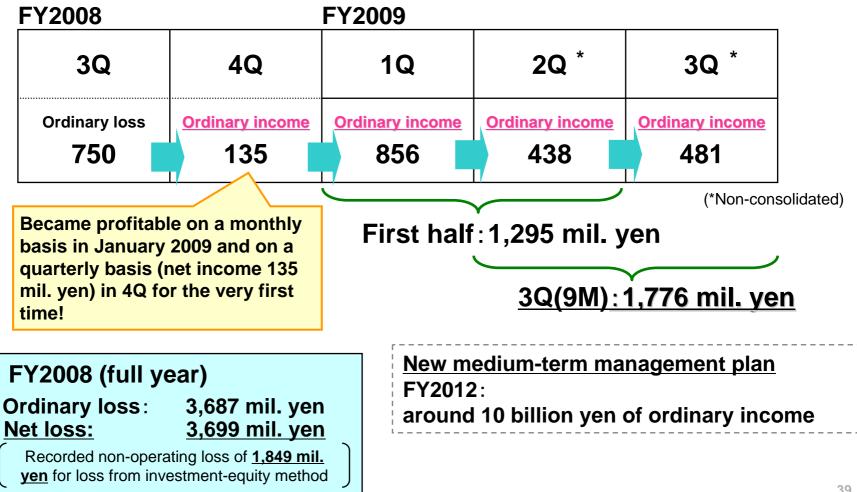
(SBI Sumishin Net Bank) received high marks for asset management related items, the same category as Sony Bank. Partnering with Group company SBI SECURITIES, it offers bank accounts that enable purchases of stock and other instruments. The bank achieved first place for the "appealing products and services" category, and was also first in the "high level of convenience for phone and online transactions" category. (*2)

> *1 The survey which was conducted by Nikkei Inc. targeted individuals in three major metropolitan areas *2 Excerpt from Nikkei VERITAS on January 10, 2010 38

SBI Sumishin Net Bank is Profitable for Four Consecutive Quarters in 3Q FY09



Single year profitability in sight for the next fiscal year -[Change in ordinary income and loss] (mil. yen)





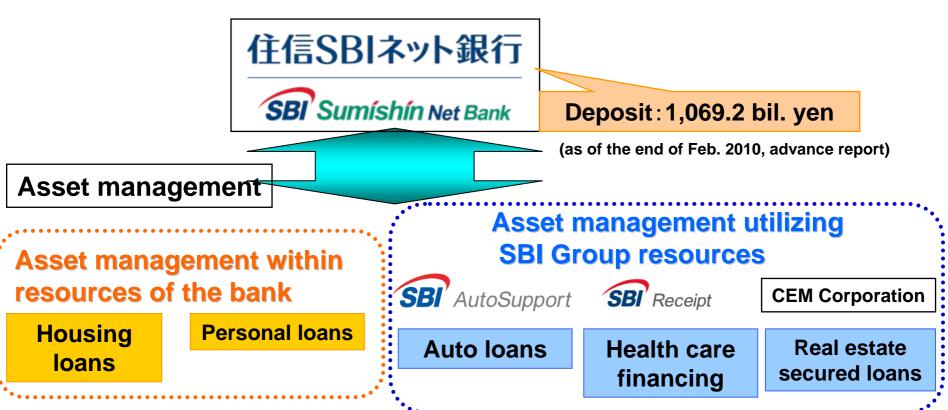
SBI Sumishin Net Bank Widely Expanded its Businesses when Compared to Other Pure-play Online Banks

<Comparison of the latest financial results>

| | Net Profit 3Q(9M) FY09 (mil. yen) | Accounts ∗ | Deposit amount∗ | Topped 1 Tril. yen on Feb.3, 2010!! |
|--------------------------|---|-------------------|--------------------|--|
| SBI Sumishin Net Bank | 1,760 | 714,688 | 1,069.2 bil yen | |
| Sony Bank | 958 | 769,649 | 1,504.9 bil yen | |
| eBank | 952 | 3,416,000 | 6,97.1 bil. yen | |
| Japan Net Bank | 1,811 | 2,080,000 | 449.2 bil yen | |

*The data of eBank at the end of Jan. 2010, Japan Net Bank at the end of Dec. 2009, and Sony bank and SBI Sumishin Net Bank at the end of Feb. 2010

Diversifying Asset Management Through Utilizing Group Resource



<Major asset management method in the future>

- Diversification of business and management by the integration of the securities business through interest rate swaps, CP underwriting and originating safe and high interest rate securities products
- •Utilizing asset management functions of the SBIH Group

Overseas banking business:

Bank Investment in Emerging Asian Countries SBI Broaden the business base in emerging Asian countries



with bank investments as a starting point **Tien Phong Bank**

Vietnam



(Started the operations in May 2008. SBIH acquired 20% shares in Aug. 2009) Recorded a profit in the first FY, and surged in the second FY. Established 5 branches and 6 sub-branches in addition to the head office



(FY ended Dec. 2009 <advance report>)

No. of accounts 19,093 Operating Revenue 16.7 mil. USD Deposits 229 mil. USD Profit after Tax 6.7 mil. USD Loans 171 mil. USD Total Asset 580 mil. USD

Cambodia Phnom Penh Commercial Bank



(Started operations in Sept. 2008. SBIH invested in 40% shares) Profitability is steadily increasing, and recorded a profit in the second FY. Established its first branch on January 26.

(FY ended Dec. 2009 <Preliminary report>) **Operating Revenue 1.9 mil. USD** Profit after Tax 0.4 mil. USD Total Asset 34.1 mil. USD

No. of accounts 1,686 Deposits 19.1 mil. USD Loans 12.7 mil. USD





In Feb. 2010, reached basic agreement on **50% investment in OBIBANK**, an affiliate bank of IFC METROPOL, which is SBIH's business partner in Russia



Internet non-life insurer which provides automobile insurance with the least expensive premium*

Supporting Companies (Businesses), Related Companies, and Inter-industry Collaboration

[Supporting Companies (Businesses)]

- Insurance Portal "InsWeb": Japan's largest auto insurance estimate website, with over 4 million cumulative users
- SBI AutoSupport Co., Ltd.: Support for the provision of automotive financial services through automobile users
- Autoc One K.K.: Operation of one of the Japan's largest website for new-car estimation and brokerage

[Inter-industry Collaboration]

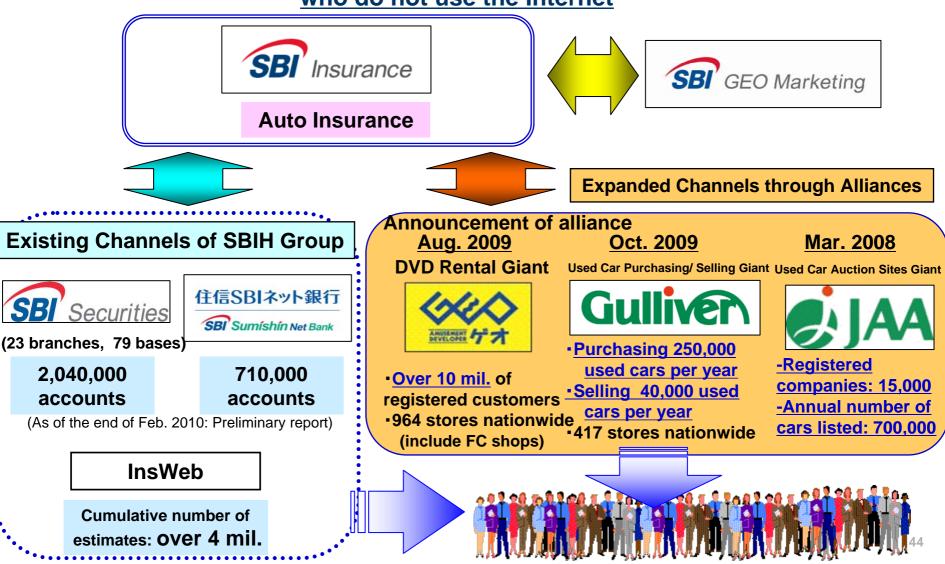
Expansion of inter-industry sales channel through alliance with used car purchasing/selling giant "Gulliver international Co.,LTD", used car auction site giant "JAPAN AUTOMOBILE AUCTION INC." and DVD rental giant "GEO CORPORATION" **SBI Insurance:**

Significant Channel Expansion Through Business Alliances with Companies in Various Industries



Face-to-face channels enables us to effectively approach customers

who do not use the Internet



Providing Auto Insurance Products with the Least Expensive Premium



According to the "*Diamond Weekly*", <u>SBI Insurance was ranked first</u> among the carriers with the least expensive premium. <u>Direct insurance companies</u> gained more net insurance premiums (*2) than a year earlier.

| | Company | Car insurance premium | Direct premiu m written | YoY (%) |
|----|--|-----------------------------|----------------------------------|------------|
| 1 | SBI Insurance | 19,120 | 20 | 292.8 |
| 2 | Mitsui Direct | 20,300 | 156 | 11.8 |
| 3 | AXA NON-LIFE INSURANCE | 20,450 | 159 | 8.6 |
| 4 | SECOM General Insurance | 23,010 | 45 | -2.0 |
| 5 | SAISON AUTOMOBILE&FIRE INSURANCE CO.,LTD | 24,400 | 44 | -4.7 |
| 6 | ZENROSAI | 24,520 | - | - |
| 7 | Adlick Insurance Company | 26,640 | - | - |
| 8 | Sony Assurance | 26,860 | 299 | 11.7 |
| 9 | Zurich Insurance Company | 27,650 | - | - |
| 10 | SONPO24 INSURANCE | 28,220 | 47 | 19.5 |
| 11 | American Home Direct | 28,610 | - | - |
| 12 | NIPPONKOA INSURANCE | 31,400 | 1,607 | -1.8 |
| 13 | THE FUJI FIRE AND MARINE INSURANCE | 32,200 | 767 | -3.8 |

SBI Insurance:

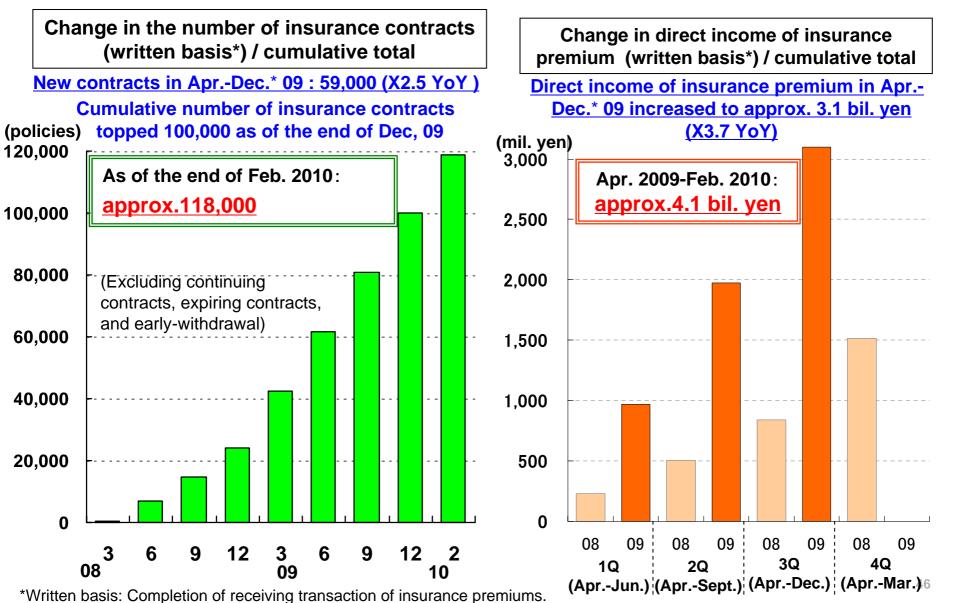
| | Company | Car insurance premium | Direct premium written | YoY (%) |
|----|--|-----------------------------|------------------------------|------------|
| 14 | Mitsui Sumitomo Insurance | 32,890 | 2,728 | - |
| 15 | JA Kyosai | 33,230 | 1,540 | -2.7 |
| 16 | Sompo Japan Insurance | 33,630 | 3,307 | -0.4 |
| 17 | Nisshin Fire & Marine Insurance | 34,840 | 374 | 0.5 |
| 18 | Nissay Dowa General Ins | 35,680 | 801 | -0.5 |
| 19 | ASAHI FIRE & MARINE INSURANCE | 36,540 | 70 | - |
| 20 | Tokio Marine & Nichido Fire Insurance | 36,940 | 4,287 | -1.4 |
| 21 | Aioi Insurance | 37,430 | 2,311 | -3.9 |
| 22 | Kyoei Fire & Marine Insurance | 40,110 | 312 | - |
| 23 | AIU | 40,550 | - | - |

* 1 Condition of theranking •Car: HONDA FIT Type: DBA-GE Grade L (Registered on December 2008) •The expiration date: February 1 2009 •Type of contract: New contract switched from another company, •The covered: a man,35 years old, in Tokyo •Purpose of using a car: usual use, leisure • Length of drive a year: 5000 km •Color of driving license: blue •Coverage of contract: limited to his family •Next class: 14th class (13th class presently) •bodily injury insurance(to others), property damage insurance: no limitation •Bodily injury: 50 million yen Passenger injury: 10 million yen *2 Net insurance premium is based on the first half of FY2009. "-" indicates it is not disclosed. (Source: Excerpt from "The Diamond Weekly March 14 2009 ")

SBI Insurance: Topped 100,000 Contracts in Less than 2 Years After the Start of Operations



- Expect to achieve this FY's target of 5 bil. yen for income of insurance premium -

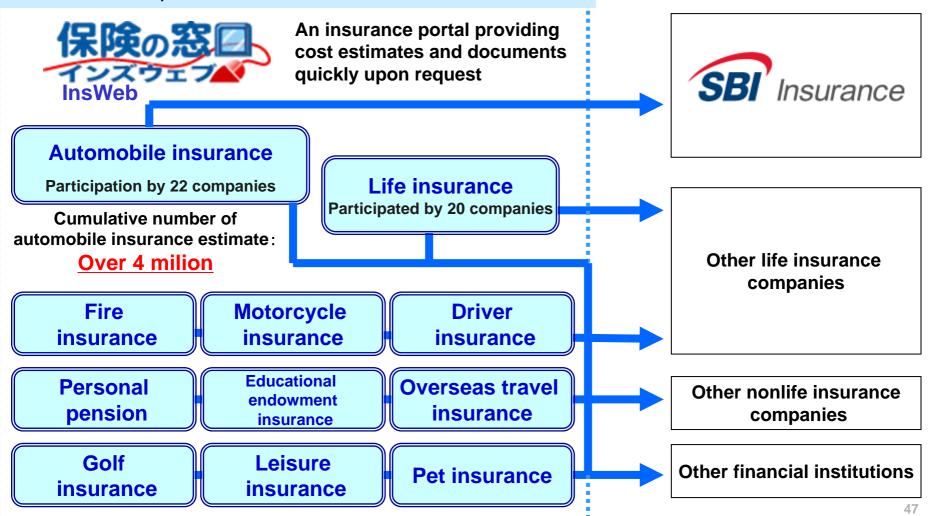


Case Study: SBI Insurance and InsWeb



While the SBIH Group provides low cost financial products, InsWeb neutrally introduces the most suited products for customers including non-SBI products

e.g. Japan's largest insurance estimate and comparison website, "Insurance Market Place" InsWeb







- Sold SBIH's shares of SBI AXA Life Insurance to AXA JAPAN HOLDING, thereby temporarily withdrawing from the life insurance business.
- SBIH plans to establish a new Internet life insurer as a wholly owned subsidiary in a year or year and a half, thoroughly utilizing the product and marketing strategies experienced through the joint venture.

< Impact on the financial performance>

Expect to record an extraordinary gain of approx. 800 mil. yen through the sale of SBI AXA Life Insurance's shares.



SBI Card Co., Ltd.: Issuance of industry's high level point redemption credit card
 SBI VeriTrans Co., Ltd.: A settlement innovator supporting the growth of E-commerce
 SBI Remit Co., Ltd. (tentative): International money transfer business (plan to start during summer 2010)

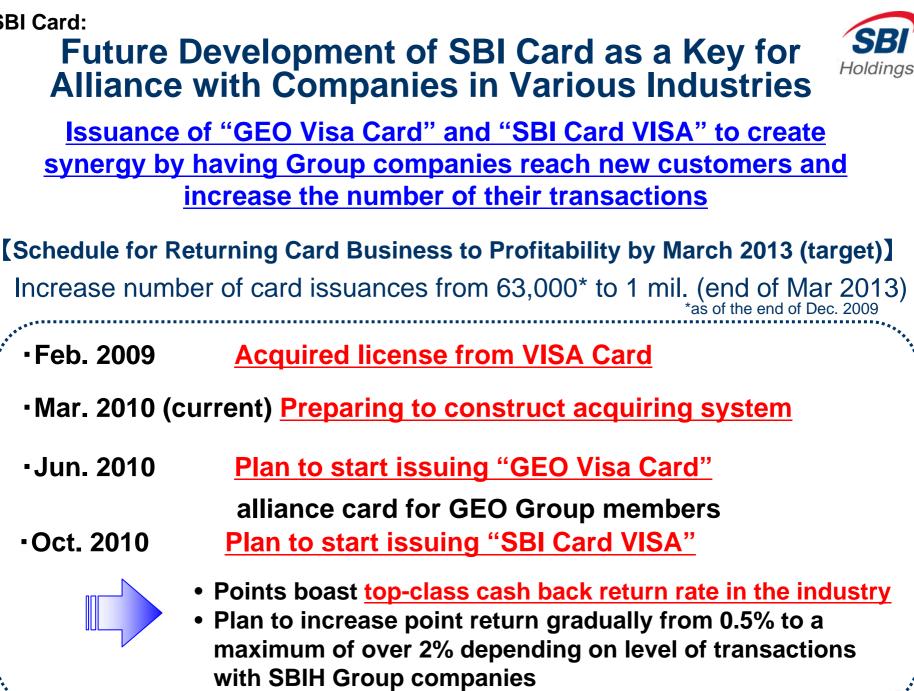
Strive to improve customer usability through the provision of various settlement services

<u>SBI Card: Promote inter-industry alliances with the purpose of promoting</u> rapid growth and synergies among the Group companies, with <u>SBI Card as a core company</u>

- Plan to issue "GEO Visa Card" to registered customers of the GEO Group in June 2010. Also, grant "Ponta" point with "GEO Visa Card" by the participation into "Ponta", with its customer base approx. 20 million.
- Going forward, SBI SECURITIES, SBI Sumishin Net Bank and others will also consider inter-industry alliances with SBI Card as a core company.

SBI VeriTrans: Developing settlement service for China

Operating "Buy-J.com", an EC mall for China where UnionPay Card settlement, which were issued approx. 2 billion, is available for Internet mail order service in China SBI Card:

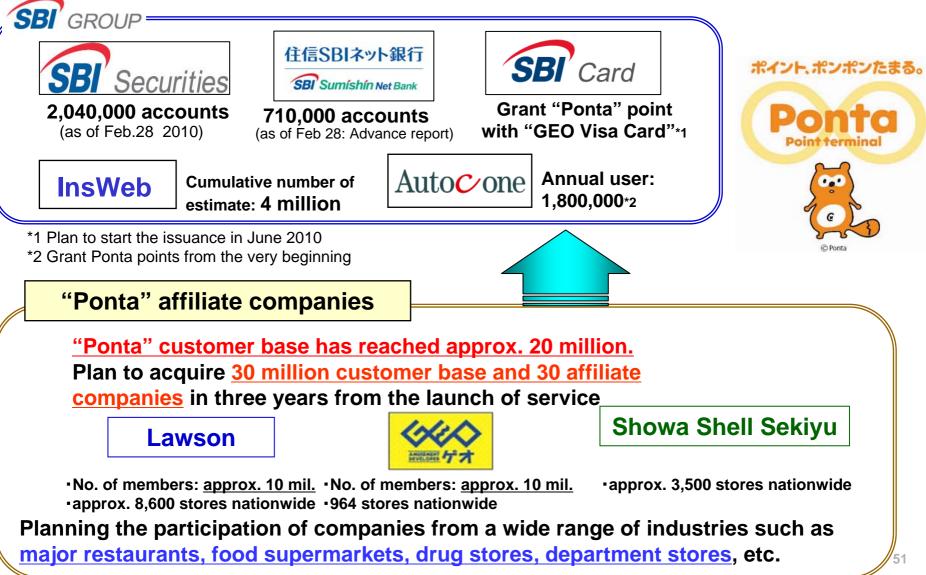


Inter-industry Collaboration :

Seeking Further Synergy by Introducing Inter-industry Common Points



SBIH Group to participate in "Ponta" common points initially through affiliates



SBI VeriTrans: Providing Settlement Infrastructure to Support The Growth of E-Commerce

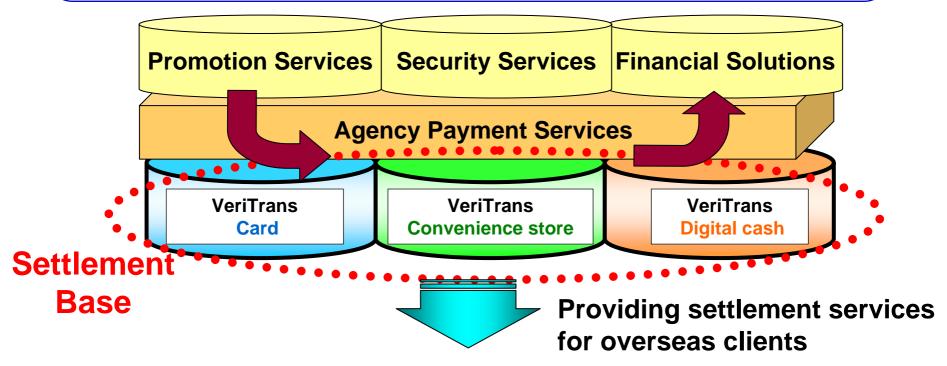


- Offers various services based on settlement services -

<Principal Settlement Services>

Payment through credit-card, convenience-store, ATM, Internet-bank, e-money and mobile

Number of transactions (FY09 3Q, 9M): over 43 mil. (+15.8% YoY)



[China] "UnionPay Card" settlement, which were issued approx. 2 billion

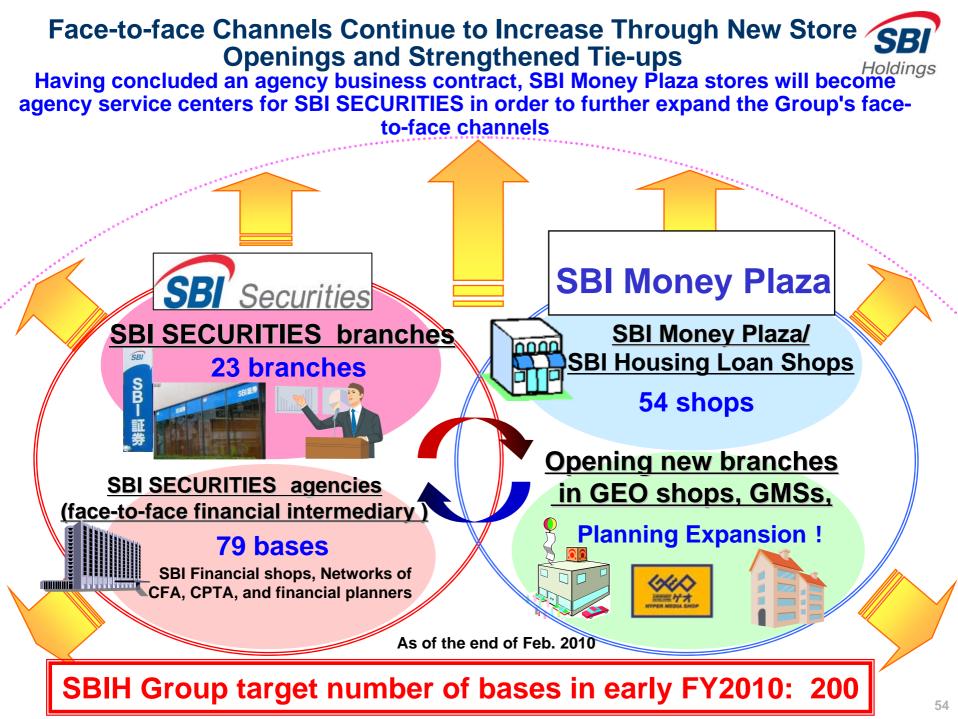


SBI Money Plaza Co., Ltd.

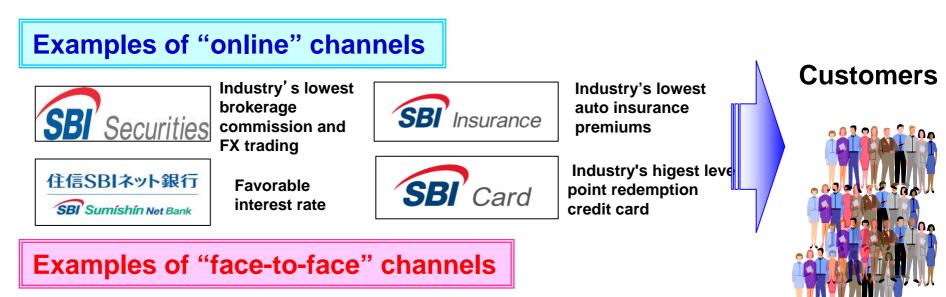
For the common infrastructure of the SBIH Group to become "Japan's largest financial product distributor,"

SBI Money Plaza proceeds with the face-to-face channel development

- To achieve a true customer-centric principle, the face-to-face channel development is essential for the SBIH Group, which has conventionally concentrated on the Internet.
- The SBIH Group stands in a neutral position to handle competitive products for customers including non-Group products, while the Group itself provides low cost financial products.
- Accelerate franchise store opening of SBI Money Plaza mainly through the transformation of SBI Housing Loan Shops. It opened 54 stores*, and continues its development



Provision of a Wide Range of Attractive, Low Cost Financial Products through Sales Channels Both "Online" and "Face-to-face"Holdings to Become Japan's Largest Distributer of Financial Products



Provide customers with the best products with a neutral perspective, regardless of whether it is the SBIH Group product or not



"Face-to-face" channel through alliances with companies possessing nationwide store networks



964 stores in Japan (including FC shops)



*As of the end of Feb 2010

MoneyLook

SBI Holdings, Inc.



"MoneyLook", a leading account aggregation service software that has the most affiliated financial institutions and registered members



Allows use of a single ID and password for the Internet services of several financial institutions

<Number of Registered Members*> Over 552,000

Account Management

(Users can view balances, recent transactions, reward points etc with a one-click convenience)

Portfolio Function

(Portfolio management of stock trading, FX trading, investment trust, etc)

<Number of Participating Companies*> Bank: 115, Credit Card: 40, Stock Brokerage:28, FX: 13, Reward point related: 65, Others: 16 (Total: 277)

< SBI Group participants>

Securities





Internet Users



* As of the end of February 2010



An Example of Synergies Generated Through an Association with a Core Business

Case Study: SBI SECURITIES and SBI Sumishin Net Bank



Settlement

SBI Sumíshín Net Bank S



Asset Management

Examples of Affiliation Services:

Aggregation functions

Simultaneous display of accounts of SBI Sumishin Net Bank and SBI SECURITIES. Easy access to stock trading platform of SBI SECURITIES, with one click on the Bank's stock information page

Automatic transfer services for additional margin deposits

Automatic cash transfer from a yen savings account at SBI Sumishin Net Bank to an account at SBI SECURITIES when additional margin deposits are needed

SBI Hybrid Deposits (Automatic deposits and withdrawals of stock trading deposits)

SBI Hybrid Deposit balance can be integrated into available deposit balance for stock trading, margin trading, and actual receipt of stock purchased at SBI SECURITIES

One-time account opening

One-time account openings at both SBI Sumishin Net Bank and SBI SECURITIES

About 40%* of new accounts at SBI SECURITIES applies for an account opening at SBI Sumishin Net Bank, and it contributes to an increase in the number of deposits and the total amount of housing loans outstanding.

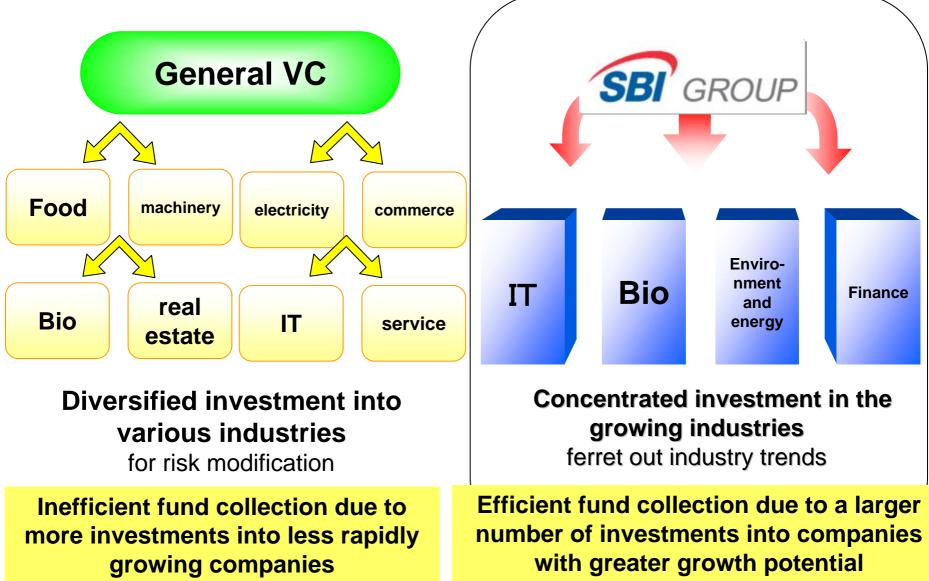
* Only the number of account opening both of SBI SECURITIES and SBI Sumishin Net Bank at one time. Excluding the number of new SBI Sumishin Net bank accounts which were opened after opening SBI SECURITIES account.



2. Investment Business Focusing on Growth Industries and Emerging Markets

As a new industry creator, we will continue to invest in IT, bio, environment, energy and financial fields, from which further innovation is expected in the future, and to accelerate the development in Japan and the emerging markets where there is significant economic growth.

Concentrated Investment Strategy to Nurture New Industries





Complex Innovations Utilizing Internet

(example) IT × <u>electricity</u>: establishment of smart grid by utilizing cloud computing technology

(example) IT × <u>biotechnology</u>: bioinformatics

(example) IT × medical care: computerized receipts

800 million receipts are annually transported. →Transportation and storing cost / security / data exploitation frequency

Online receipt ratio

| | Insurance and medical institutions | dispensing pharmacies | Total |
|-------------|------------------------------------|--------------------------|-----------------|
| Japan | 14,440 | 45,554 | 59,994 |
| | (approx. 8.5%) | (approx. 86.8%) | (approx. 27.1%) |
| South Korea | 44,090 | 19,666 | 63,756 |
| | (approx. 88%) | (approx. 100%) | (approx. 91%) |

Source: "The state of Japan's global competitiveness in ICT (Nov,2009)" by Japan's MIC and "Survey on the state in facilitation of medical care information -Survey on receipt online-" by Korea's MIC



Three Key Global Factors in Successfully Developing a Biotechnology Industry

Global Researcher Network

Discover seeds of drug creation by utilizing world wide network of researchers

Global Marketing Channel

Utilize alliances with overseas biotech companies to sell worldwide products resulting from successful drug creation projects

Global System for Obtaining Approvals for New Drugs

Utilize alliances with overseas venture biotech firms to target rapid approval of new drugs by submitting applications in the countries best suited to receive approval



Biotechnology:

Progress of Bio-related Businesses

SBI Biotech



- •In early December last year, a novel nucleotide project through an alliance with Changchun Huapu Biotechnology in China started clinical phase I test in the U.S.
- •An immunocell therapy project through an alliance with Baylor Research Institute (U.S.) is testing clinical phase II in the U.S., and plans are in place to start clinical tests in Japan.
- •In January, launched shopping website for health food called "Nosutto Sarunashi" which was developed in collaboration with Helixir of South Korea (currently ViroMed). Also, product placement on a cable television shopping channel broadcast was started on January 21st for the hay fever season.

SBI ALApromo

- •ALApharna GmbH, established in June 2009 jointly with medac GmbH., is preparing for registration of supplement in Europe.
- •In Japan, started to sell products of ALA-containing handcream and cream for beauty, and currently preparing to sell an ALA-containing new beauty product, which is under development.
- Plan to sell ALA-containing supplement in Japan from April 2010.
 Started a class in Tokyo Institute of Technology for the study of "ALA" in the healthcare field in November 2009.
- •Stared experimental study of supplement in several foreign countries.

Biotechnology: Biotechnology Related Investee Companies' R&D Continues to Progress Steadily



Quark Pharmaceuticals, Inc. (Shareholding ratio of the SBIH Group: 24.87%)

1) QPI-1002 (prophylaxis of delayed graft function (DGF) and acute kidney injury (AKI))

•In Jan. 2010, the independent Data Safety Monitoring Board recommended that QPI-1002 continue on to the next phase of clinical testing.

- FDA Grants Orphan Drug Status for Quark's QPI-1002 for the Prophylaxis of Delayed Graft Function in Kidney Transplant Patients

2) QPI-1007 (ischemic optic neuropathy, glaucoma)

•Developed in collaboration with BioSpring GmbH as a neuroprotective agent for eye diseases •Started a Phase I trial in March 2010

3) PF-4523655 (Wet age-related macular degeneration (AMD), diabetic macular edema (DME))

-Licensed to Pfizer on an exclusive worldwide basis

 In Oct. 2009, granted to Quark from a Japanese National Phase Application of International (PCT) Patent Application No. PCT/US98/17296, a patent which is part of the intellectual property estate that is the basis of PF-4523655.

•Currently, in its Phase II a clinical trial.

Acucela Inc. (Shareholding ratio of the SBIH Group: 26.34 %)

ACU-4429 (Dry age-related macular degeneration (AMD))

•Acucela has forged a strategic partnership with Otsuka Pharmaceutical, Co., Ltd. to co-develop ACU-4429

In Jan. 2010, initiated phase II clinical trial

Environment and Alternative Energy :

SBIH's Foray into the Development of the Environment and Alternative Energy Business



① Joint venture with Mizuho Securities to operate a fund targeting the environment and energy sectors in Japan and overseas



② Joint venture with Masdar Clean Tech Fund to operate a fund targeting the alternative energy sectors in Japan



SBIH plans to make substantial investments in the environment energy sector, positioning this as a core investment category Financial industry:

Change in Listed Share Market Cap by Industry in Japan



66

The finance and insurance industries have grown substantially from their high-growth period Holdings of the 1960's. During the economic high growth phase, they maintained a position of leadership as the industry infrastructure that supported the economy

| | 1960 | 1965 | 1970 | 1975 | 1980 | 1985 |
|----|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| 1 | electric equipment | electricity and gas | finance and insurance | finance and insurance | finance and insurance | finance and insurance |
| 2 | transportation equipment | transportation equipment | electric equipment | electric equipment | electric equipment | electric equipment |
| 3 | Chemical | electric equipment | Chemical | commerce | Chemical | Chemical |
| 4 | primary metal | iron and steel | electricity and gas | transportation equipment | transportation equipment | commerce |
| 5 | iron and steel | Chemical | transportation equipment | construction | commerce | electricity and gas |
| 6 | food | finance and insurance | construction | Chemical | electricity and gas | transportation equipment |
| 7 | Commerce | commerce | commerce | iron and steel | iron and steel | construction |
| 8 | textiles | food | iron and steel | electricity and gas | machinery | machinery |
| 9 | electricity and gas | textiles | machinery | machinery | construction | food |
| 10 | finance and insurance | land transportation | food | food | food | land transportation |

(Counted in December in each year) Source: TSE Annual Statistics The emerging market countries are also likely to experience a similar transition as that experienced in Japan Financial industry:

The Top 10 Largest Market Value Companies in China



In rapidly growing China, financial institutions already comprise most of the top 10 largest companies

| | Company | Industry | Market Cap. |
|----|---|----------------|-------------|
| 1 | PetroChina | Oil, Gas | 287,185 |
| 2 | Industrial and Commercial Bank of China | Bank | 187,885 |
| 3 | China Construction Bank | Bank | 133,229 |
| 4 | Bank of China | Bank | 115,243 |
| 5 | Sinopec | Oil, Gas | 101,805 |
| 6 | China Life Insurance | Life insurance | 94,732 |
| 7 | China Shenhua Energy | Coal mining | 57,611 |
| 8 | Ping An Insurance | Life insurance | 42,663 |
| 9 | Bank of Communications | Bank | 40,410 |
| 10 | China Merchants Bank | Bank | 32,730 |

Funds Established Through Alliances with Prominent Overseas Companies



| Fund Name (abbreviated) | Establishment | Partner | Investment Amount | SBIH's invest ment ratio |
|--------------------------------------|--------------------------------|--|---|-----------------------------------|
| New Horizon Fund | May.'05 | TEMASEK | 100 mil. USD | 50% |
| Tsinghua University Fund | Jan. '08 | Tsinghua Holdings | 30 mil. USD | 99% |
| Peking University Fund | Feb. '09 | Beida Jade Bird | 100 mil. USD | 50% |
| JV Fund with three Chinese companies | Mar. '09 | China Merchants Securities, Resource Capital China, China CITIC Bank | Offshore: approx. 20.5 mil. U Onshore: approx. 8.8 mil. US | |
| Taiwan Fund | Oct. '08 | Founder of a Taiwanese IT company | 22.5 mil. USD | 66.7% |
| India Japan Fund | Apr. '08 | State Bank of India | 100 mil. USD | 95% |
| Vietnam Japan Fund | Apr. '08 | FPT | 100 mil. USD | 90% |
| Malaysia Fund | Nov. '09 (Plan) | PNB Equity Resource Corporation | 50 mil. USD | 50% |
| SBI-METROPOL Investment Fund | Nov. '09 (Plan) | IFC METROPOL | 100 mil. USD | 50% |
| Hungary Fund | May '09 | MFB Invest Ltd., a wholly owned subsidiary of the Hungarian Development Bank | 100 mil. EUR | 60% |
| SBI SOI Fund | Jun. '08 | Keio University | 500 mil. yen | 100% |
| MASDAR-SBI Fund | Dec. '08 | Masdar Clean Tech Fund | 20 mil. USD | 50% |
| Fullerton Asia | Oct. '08 (Exit in Jun. '09) | Fullerton Fund Management Company Ltd, a wholly owned subsidiary of TEMASEK | 60 mil. USD | 50% 68 |

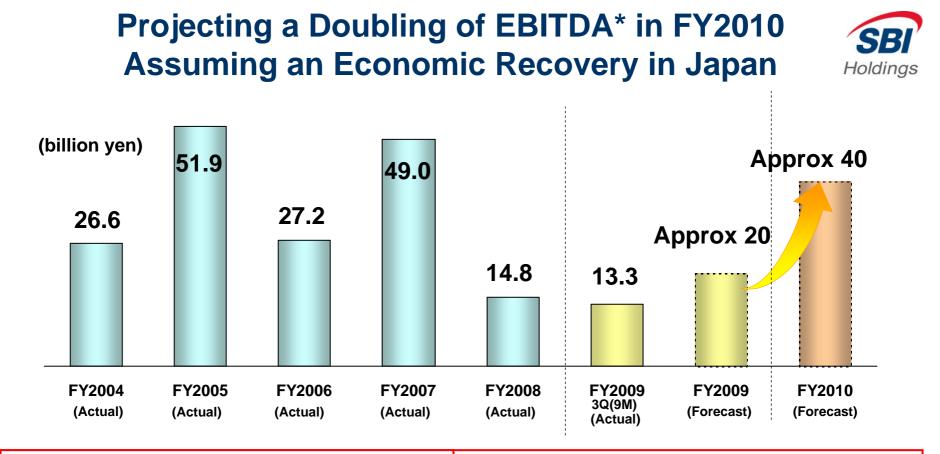


EBITDA* Forecast

*EBITDA (earnings before interest, taxes, depreciation and amortization)

An approximate measure of a company's operating cash flow based on data from the company's income statement. Calculated by looking at earnings before the deduction of interest expenses, taxes, depreciation, and amortization, which differ depending on what country a company is base on. It is calculated from the following formula.

EBITDA=operating income + allowance for depreciation + goodwill amortization



Assumption for FY2010 projections

| Macroeconomic indicators: Asset Management Business | Economic growth rates provided in the IMF's "Global Economic Prospects" are used as assumptions. (Japan: 2010 1.7%, 2011 2.2%; USA: 2010 2.7%, 2011 2.4%; China: 2010 10.0%, 2011 9.7%) Contribution to operating income from overseas (except bio-related) investments: 3 to 4 billion yen Contribution to operating income from domestic and bio-related investments: 4 to 5 billion yen |
|--|--|
| Securities Related Business: | Total of approx. 29 billion yen operating income contribution is expected if the market rebounds to a level of annual individual brokerage trading value of approx. 24 billion yen (same level as FY2007: normal conditions). |
| Other businesses: | Operating income of approx. 3 billion yen is expected from contributions such as profitability of new businesses, sustainable growth for listed subsidiaries and favorable situation for SBI Mortgage. |



www.sbigroup.co.jp/english