

Management Philosophy

Financial Innovator

Bringing financial innovations to the forefront of the financial industry, capitalizing on new opportunities emerging via the Internet and developing financial services that further profit customers

New Industry Creator

Becoming the leader in creating and growing pivotal 21st-century industries that are an outgrowth of the IT field

Self-Evolution

Continuing to be a company that evolves of its own volition through formation of an organization that flexibly adapts to changes in the operating environment and a corporate DNA composed of "Ingenuity" and "Self-transformation"

Social Responsibility

Becoming a company that fulfills its social and economic responsibilities to shareholders and the larger community

Message from the CEO



During fiscal 2004, ended March 31, 2004, excessive pessimism regarding the direction of the economy lessened amid improved corporate performance and subsiding financial uncertainties. Moreover, expectations of a recovery grew more widespread despite appreciation of the yen and fears over terrorism, as witnessed by the Nikkei average rising 46.9% from ¥7,972.72 in fiscal 2003 to ¥11,715.39 in fiscal 2004. Companies that were previously unable to aggressively pursue profitable opportunities due to being saddled with restructuring expenses and stock valuation losses slowly

displayed the effects of their streamlining measures, with both a rebound in stocks and corporate expansion.

As an incubator for the companies that will lead Japan to future prosperity, SOFTBANK INVESTMENT CORPORATION (SBI) has transformed itself into a comprehensive finance group through its merger with E*TRADE Japan K.K. in June 2003. Moreover, by bringing Finance All Corporation into the scope of consolidation in February 2004, SBI is evolving further into a corporate entity with a multi-functional business portfolio that combines asset management, brokerage and investment banking, and financial services.


In the asset management business, in addition to the IT field, which was the focus of investment until recently, we will concentrate investment on biotechnology and corporate restructuring as well as opportunities in the expanding Chinese economy. In addition, we aim to further expand operations globally by forming tie-ups with both domestic and overseas fund management companies.

In the brokerage and investment banking business, the securities-related companies of SBI all secured solid income growth on the back of a recovery in the securities market dur-

ing the term. Based on our unwavering "Customer First" principle, we fused the brick-and-mortar marketing functions of WORLD NICHEI FRONTIER Securities Co., Ltd. and Fides Securities Corporation with the Internet functions of E*TRADE SECURITIES CO., LTD. via a series of M&As in fiscal 2004. We now aim to provide products and services for multiple tiers of customers and expand our business range to compete with large securities companies.

The newly added financial services business opens up avenues for future stable income growth by comparing, searching out and offering a wide range of financial products, and is positioning itself to become a financial innovator that provides services and products unavailable in the finance industry.

SBI is a Group that continues to evolve while pursuing future growth opportunities in the global playing field.

北尾 吉孝 

Yoshitaka Kitao

Representative Director and CEO