



The SBIH Group 10th Anniversary Special Topic
—The History of the Past Decade—

The SBIH Group Celebrates Its
10th Anniversary Thanks to All of You

The History of the SBIH Group and Its Remarkable Growth

March 2001 Established



SBI Biotech Co., Ltd.

(Renamed in January 2007)
Conducts business as a global bioventure company by assembling discovery pipelines from Japan, the United States, China and Korea.

July 2005 Renamed



Corporate name changed from SOFTBANK INVESTMENT CORPORATION to SBI Holdings, Inc. and transitioned to a holding company structure.

July 1999 Established



SBI Investment Co., Ltd.

(Renamed in July 2005)
Japan's leading venture capital firm.

(As of end of July 2009)
Assets under management: approx. ¥150.5 billion
(based on contribution commitments)

July 2004

Became a consolidated subsidiary



Morningstar Japan K.K.

Providing Internet-based comprehensive financial information, primarily rating information on over 2,700 Japanese and overseas investment trusts through the use of a star symbol rating system.

(As of end of July 2009)
Number of portfolio registrations: approx. 43,000 people

May 2001 Started operations



SBI Mortgage Co., Ltd.

Offers the industry's lowest level of interest rate primarily for "Flat 35" long-term fixed-rate housing loans as Japan's first mortgage bank.

(As of end of July 2009)
Housing loans outstanding: ¥501.3 billion

February 2004

Became a consolidated subsidiary



SBI VeriTrans Co., Ltd.

(Established in April 1997)
Leading the e-commerce market in Japan as a settlement innovator supporting the growth of e-commerce by building a solid Internet-based settlement infrastructure.

(As of end of March 2009)
Annual number of transactions: approx. 51.6 million transactions

March 1999

SOFTBANK CORP.'s Administrative Division spun off as an independent company, SOFTBANK FINANCE CORPORATION, an operating holding company that oversees financial-related companies. Initial team consisted of 55 employees.

(As of end of June 2009)
Number of employees:
2,453 employees (consolidated)

Japan's leading online securities company
in terms of number of customer accounts

October 1999

Started offering online trading



SBI SECURITIES Co., Ltd.

Pioneer of the comprehensive online securities company in Japan, offering customers innovative fee structures, state-of-the-art functionality, and a broad range of services. Always leading the market.

(As of end of July 2009)
Number of customer accounts: 1,929,671 accounts

1999

The SBIH Group has five core businesses: Asset Management, which primarily involves the operation of investment funds; Brokerage & Investment Banking, primarily the securities business; Financial Services, which offers a variety of innovative financial services; Housing and Real Estate, primarily involving investments and development of real estate; and System Solution. As an Internet-based comprehensive financial group which primarily focuses on financial businesses but includes non-financial operations as well, the SBIH Group is strategically positioned for future growth as it continues to pursue the convergence of the Internet and finance.

2009

April 2008 Established



SBI ALApromo Co., Ltd.

A joint venture with COSMO OIL CO., LTD., that develops and sells pharmaceutical, cosmetics and health food products that contain the amino acid "5-ALA" as the main active ingredient.

June 2009 Established

Wall Street Journal Japan K.K.

A joint venture with Dow Jones & Company (U.S.), a leading provider of global business news and information services, providing Japanese translations of content on the Japanese website of WSJ.com (under construction).

February 2007 Established

SBI Ven Capital Pte. Ltd.

SBI VEN CAPITAL PTE. LTD.

Singapore subsidiary investing and managing funds that target emerging countries with high growth potential, primarily in Asia.

January 2008 Started operations

SBI損保

SBI Insurance Co., Ltd.

Providing optimal auto insurance with the industry's lowest level of premiums in Japan through maximum utilization of the Internet.

(As of end of July 2009)
Number of auto insurance contracts:
approx. 68,000 contracts (accumulated total)

September 2007 Started operations

SBI Sumishin Net Bank SBI Sumishin Net Bank, Ltd.

Japan's first Internet bank with full banking services. Providing seamless services between bank and securities accounts through an alliance with SBI SECURITIES.

(As of end of July 2009)
Number of customer accounts: 510,962 accounts
Deposits: ¥711.5 billion

Started three new core businesses
Completion of "Financial Conglomerate"

April 2008 Started operations

SBI アクサ生命 SBI AXA Life Insurance Co., Ltd.

Offering the lowest level of premiums of life policies in Japan as the first full Internet-based life insurance company.

(As of end of July 2009)
Sales of new policies for term life and medical insurances: more than 9,500 contracts (accumulated total)

August 2007 Started operations



SBI Japannext Co., Ltd.

Providing further investment opportunities to investors through daytime and nighttime trading with our PTS (Proprietary Trading System).

(As of end of July 2009)
Trading hours: (daytime) 8:20 to 16:30
(nighttime) 19:00 to 23:59, 0:30 to 2:00
Monthly trading volume: ¥166.9 billion

November 2008 Started operations

SBI Liquidity Market SBI Liquidity Market Co., Ltd.

Providing a highly convenient FX margin trading environment that ensures liquidity for foreign exchanges.

(As of end of July 2009)
Number of customer accounts for SBI SECURITIES (SBI FXα): 128,058 accounts

March 2008

Became a consolidated subsidiary



SBI Net Systems Co., Ltd.

Operating information security and financial system development businesses that support the SBIH Group's Internet-based comprehensive financial business platform.

Strategic Business Innovator
Toward a New Evolutionary Process

The SBIH Group Adherence to the “Customer-centric Principle”

The Three Fundamental Organizational Concepts that Support the Rapid Growth of the SBIH Group

1. Adherence to the “Customer-centric Principle”

Adherence to the “customer-centric principle” itself is the philosophy that permeates through all SBIH Group business activities. This is manifested in the low cost competitive commissions made possible through the utilization of the Internet, the provision of attractive investment opportunities, highly secure and reliable services, and abundant high-quality financial contents. First and foremost, by thinking about the customer, we earn the customer’s trust, which results in the SBIH Group’s continued growth. Over the past decade, in various forms and places, the SBIH Group is proud to state that we have adhered to our customer-centric principle.

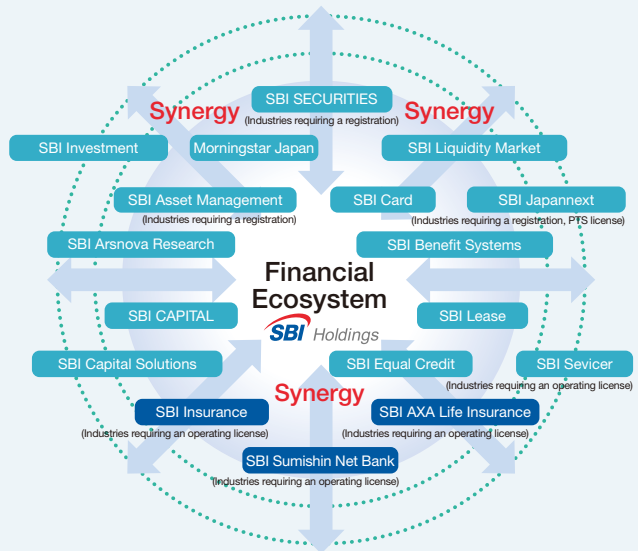
Current status of the SBIH Group presented numerically

	1999 (start of the SBIH Group)	End of March 2009
Operating revenues (consolidated)	0	¥130.9 billion Peak time: ¥222.6 billion (FY2007)
Paid-in capital	¥50 million	¥55.2 billion
Net assets	¥50 million	¥419.3 billion
Consolidated subsidiaries in number	0	82 subsidiaries (including partnership)
Customer base	0	Approx. 8 million 2,492 employees
Employees (consolidated)	55 employees	Peak time: 2,666 employees (FY2007)
Number of shareholders	1 company	208,856 shareholders
Foreign investors’ shareholding ratio	Unlisted	44.2%

2. Completing the “Business Ecosystem” and a “Structural Differentiation”

In the Internet Age, customer needs have become so diverse that their satisfaction cannot be attained simply through price or quality differentiation. The SBIH Group believes that in such a changing environment it is essential to have an organizational strategy that produces “structural differentiation,” in order to enhance customer satisfaction and to realize competitive advantages. Therefore, the

various Group companies that provide financial services have organically combined, and through the full utilization of synergistic effects have produced a “business ecosystem” that offers a one-stop financial service.



3. Creation of a “Network Value”

The Internet Age demands the creation of a “network value” that is comprehensively provided by companies linked through a network of information, finance and service. In short, formulating a network to provide all genres of information and services derived from customer needs results in the effective support of the buying behavior of customers. For example, the SBIH Group has already created a network that provides all the information and services necessary for a customer who wants to purchase a home. Through SBI Mortgage and SBI Sumishin Net Bank mortgages are available, and if regional information is needed, SeikatsuGuide.com can provide such information, and if insurance information is needed, InsWeb and others are available to provide pertinent insurance information.

In 1999, the SBIH Group started from zero, but in the past decade has grown into a comprehensive Internet financial group with ¥130.9 billion in operating revenues, ¥55.2 billion in paid-in capital, ¥419.3 billion in net assets, 82 subsidiaries, a customer base of approximately 8 million, 2,492 employees and 208,856 shareholders.

New Challenges for Self-evolution

1. Thorough Pursuit of Group Synergies

Since its inception, the SBIH Group has undertaken the challenge of providing low-cost, user-friendly financial services by fully leveraging the power of the Internet. Each SBIH Group company has been evaluated for its services and has continued to grow over the years, but going forward additional synergies between the companies will be sought by deepening the ties between the Group companies, so that the Group's financial products may be seamlessly provided on a one-stop basis.

2. Becoming Japan's Largest Distributor of Financial Products

In order to satisfy various customers, it may not be enough to just provide services through the Internet channel. As an example, when selecting a financial product, there may be customers who may want to discuss the product on a face-to-face basis. Therefore, there is a need to combine "online" services with "real" services.

The SBIH Group already operates "real" face-to-face channels made up of 23 nationwide direct sales offices of SBI SECURITIES, and 40 nationwide "SBI Housing Loan Shops," that are franchises of SBI Mortgage. In the near future, we will begin our full-fledged efforts to provide financial products at a one-stop location through "SBI Money Plaza." In July 2009, we opened our first shop in Kashiwa City, Chiba Prefecture, and we quickly expanded to a third location in the Ginza district of Tokyo by August. SBI Money Plaza will not limit itself to SBIH Group products, and will aggressively handle non-Group company products if they are superior products.

The SBIH Group is developing "face-to-face" sales channels for auto-related financial products through SBI Auto-Support, which includes auto insurance through SBI Insurance, and auto loans through SBI Sumishin Net Bank.

We are also working to expand our "face-to-face" channels through non-auto related companies, such as



Opening ceremony for our Ginza, Tokyo, location (third location)

"SBI Housing Loan Shop/SBI Money Plaza" in Kashiwa City Chiba Prefecture

our alliance with the GEO Group that began in July 2009. The GEO Group is a substantial video and DVD business that consists of about 950 stores nationwide, and at GEO stores SBI Insurance's auto insurance is introduced to their customers.

Our objective is to become a true one-stop financial services provider that is capable of offering optimal financial products at a low cost through both the Internet and "face-to-face" channels for every single individual who visits our locations.

3. Global Development Focused on Asia

Over the past decade, as a venture capital company the SBIH Group has invested in and fostered venture companies in Japan. Looking to the future, we will join with prominent local partners to manage investment funds, primarily in the emerging Asian countries with high growth potential, to aggressively foster companies overseas.

All for Customers,
All for Investors, and
All for all the People.