



Seeking to Become

1st Stage

Since **1999**

SBI Group Established

When SOFTBANK CORP. reorganized, its Administrative Division (with a staff of 55) was spun off as an independent company, Softbank Finance Corporation. This became an operating holding company overseeing finance-related business activities.

Targeted Investments in Internet Companies as a “New Industry Creator”

SOFTBANK INVESTMENT CORPORATION (currently SBI Holdings, Inc.) established the INTERNET TECHNOLOGY FUND in 2000 with ¥150.5 billion in initial contributions, at that time the largest fund commitment of its kind in Japan. The Fund made targeted investments in IT-related venture companies and contributed to the incubation of Japan’s Internet industry.

the World's SBI

The SBI Group: Offering the lowest cost and most convenient services since its establishment in 1999, by fully leveraging its Internet and financial expertise and adherence to its “Customer-centric Principle.”

In just 10 years, the Group has rapidly grown into a diversified financial conglomerate with a full range of financial services and products, including venture capital, securities, banking and insurance.

“From Japan’s SBI to the World’s SBI”

In order to build an even more affluent society, we seek to become a leader in establishing and developing next generation industries, and so global expansion is necessary. The SBI Group continues to evolve as a “Strategic Business Innovator.”

2nd Stage

2011

Seeking to Transition into the “World’s SBI”

Establishment of an “Internet-based Financial Conglomerate”

In addition to SBI SECURITIES Co., Ltd., which possesses the dominant market share of individual stock brokerage trading value in Japan, in 2007 SBI Sumishin Net Bank, Ltd. (a joint venture with The Sumitomo Trust and Banking Co., Ltd.) was established, and in 2008 SBI Insurance Co., Ltd. (a joint venture with Aioi Insurance Co., Ltd. (currently Aioi Nissay Dowa Insurance Co., Ltd.)) was established. Thus an Internet-based financial ecosystem, with a full range of financial services and products from securities to banking and insurance, was constructed.

The SBI Group has now completed the development of its businesses within Japan. As it reorganizes its domestic operations to enhance profitability, the Group is simultaneously expanding its overseas business activities. In order to capture the economic growth potential of the emerging market countries, beginning with those in Asia, joint-venture funds with prominent local business partners overseas are being managed, and domestic financial service businesses are being introduced overseas. Furthermore, the Group will reinforce its overseas business structure by establishing a second head office in Hong Kong. By building a second business axis overseas, the SBI Group is laying the foundation for its transition into a truly global enterprise.