

Always appropriate for the times

Fifteen Years of Business Expansion Attuned to the Changing Times

Our Business Strategies

From “Japan’s SBI”
to the “World’s SBI”

Formation and Establishment of the Financial Ecosystem

'99 '00 '01 '02 '03 '04 '05

- Financial big bang exemplified by deregulation of brokerage commissions
- Acceleration of Internet popularization
- Government announcement of policy of shifting from savings to investment
- Spread of broadband networks
- Rapid growth of China’s economy
- Reversal of Japan’s trade balance and income balance

Economy and Social Situation Surrounding the Group

● **July 1999**

Established as SOFTBANK INVESTMENT; start of venture capital business.

● **October 1999**

E*TRADE SECURITIES (currently SBI SECURITIES) commenced Internet trading services.

● **November 1999**

Softbank Ventures (currently SBI Investment) was made a wholly owned consolidated subsidiary.

● **July 2000**

Established the INTERNET TECHNOLOGY FUND with ¥150.5 billion in initial contributions, at that time, the largest fund commitment of its kind in Japan.

● **February 2002**

Listed on First Section of Tokyo Stock Exchange.

● **May 2005**

Jointly established the New Horizon Fund, targeting promising Chinese companies, with an investment company in Singapore.

● **July 2005**

Changed name to SBI Holdings, and transitioned to a holding company structure.

● **October 2005**

As first overseas office, established a representative office in Beijing, China.

● **July 2004**

Morningstar Japan became a subsidiary.

Thorough “Selection and Concentration” in the Financial Services Business, with Securities, Banking and Insurance as the Three Core Businesses

Initiation of the Brilliant Cut Initiative, to Enhance Earnings Capacity Rather than Business Scale Expansion

Establishment of the Internet Financial Conglomerate

'06 '07 '08 '09 '10 '11 '12 '13 '14

- Suspension of investment funds by BNP Paribas
- Exposure of the Greek debt problem
- Recurrence of the Greek debt problem
- Collapse of Lehman Brothers / Inauguration of G20 summit
- European debt crisis
- QE3 contraction in the U.S. / Economic slowdown in China

● **February 2007**
Established SBI Ven Capital, a subsidiary in Singapore.

● **August 2007**
SBI Japannext began operation of a Proprietary Trading System (PTS).

● **September 2007**
SBI Sumishin Net Bank commenced business.

● **August 2006**
A wholly owned subsidiary of SoftBank sold its entire stake in SBI Holdings.

● **January 2008**
SBI Insurance commenced business.

● **April 2008**
Established SBI Pharmaceuticals

● **November 2008**
SBI Liquidity Market started operations, which supplies market infrastructure for FX trading.

● **July 2010**
Announcement of the “Brilliant Cut Initiative.”

● **March 2013**
Acquired shares of Hyundai Swiss Savings Bank (currently SBI Savings Bank) and made it a subsidiary.

● **March 2012**
SBI China, a China business management company, commenced business in Dalian, China.