



September 21, 2007

SBI Holdings, Inc.
AXA Japan Holding Co., Ltd.

SBI Life Insurance Planning Co., Ltd. Increases Capital through Shareholder Allocation

SBI Life Insurance Planning Co., Ltd., a joint-venture company established by SBI Holdings, Inc. (headquartered in Roppongi, Minato-ku; Representative Director and CEO: Yoshitaka Kitao) and AXA Japan Holding Co., Ltd. (headquartered in Shirokane, Minato-ku; President: Paul Sampson), announced today that the company had increased its capital by ¥1.0 billion through a shareholder allocation. The holding companies acquired the shares allocated according to their shareholding ratios.

1. Background

SBI Life Insurance Planning Co., Ltd. was established on October 13, 2006 to prepare the necessary foundations for the establishment of a new, mainly Internet-based life insurance company. At present, the company is undertaking business flow design, IT development, product development, organization building, and other necessary activities in order to start a life insurance business in the latter half of FY2007*.

The aims of this capital increase are primarily to provide the company with funds for its capital needs in the future and strengthen its financial base. Another aim is to build a core IT system for the insurance business, including underwriting systems to be used after the launch of business.

2. Status of SBI Life Insurance Planning Co., Ltd. before and after the capital increase

	(Before)	(After)
(1)Capital	¥750.0 million	¥1,250.0 million
(2)Capital Reserves	¥750.0 million	¥1,250.0 million
(3)Number of Shares	30,000	50,000
(4)Shareholding Ratios		
	SBI Holdings: 55%	SBI Holdings: 55%
	AXA Japan Holding: 40%	AXA Japan Holding: 40%
	Softbank: 5%	Softbank: 5%

* Requires the approval of the relevant authorities.

Any questions relating to this press release should be directed to the following contacts:

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