

**SBI AXA Life Insurance Co., Ltd.
Acquires Life Insurance Business License**

April 2, 2008

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

SBI AXA Life Insurance Co., Ltd. (former name "SBI Life Insurance Planning Co., Ltd."), a joint-venture company established by SBI Holdings Inc. (headquartered in Roppongi, Minato-ku; CEO Yoshitaka Kitao) and AXA Japan Holding Co., Ltd. (headquartered in Shirokane, Minato-ku; President: Paul Sampson), announced today the acquisition of a life insurance business license from the Financial Services Agency.

Based on this license acquisition, SBI AXA Life Co., Ltd. will commence business on April 7, 2008 (scheduled).

<Outline of SBI AXA Life Co., Ltd.>

Company Name : SBI AXA Life Insurance Co., Ltd.
Headquarters Address : 1-6-1 Roppongi, Minato-Ku, Tokyo
Representative : Shinsuke Kimura, President
Capital : 7.5 billion yen (including capital reserve of 3.75 billion yen)
Shareholder Composition : SBI Holdings Inc. 55.0%
AXA Japan Holding Co., Ltd. 40.0%
Softbank Corporation 5.0%

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

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