

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



SBI HOLDINGS, INC.

(Incorporated in Japan with limited liability)

(Stock code: 6488)

OVERSEAS REGULATORY ANNOUNCEMENT

This announcement is made pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

Please refer to the attached copy of the Announcement.

On behalf of the Board

SBI Holdings, Inc.

Yoshitaka Kitao

Chief Executive Officer

Japan, 13 October 2011

As of the date of this announcement, the executive Directors are Mr Yoshitaka Kitao, Mr Taro Izuchi, Mr Takashi Nakagawa, Mr Kenji Hirai, Mr Tomoya Asakura, Mr Takashi Okita, Mr Noriaki Maruyama, Mr Shumpei Morita, Mr Shinji Yamauchi, Mr Makoto Miyazaki, Mr Yoshimi Takahashi, and Mr Masaki Takayanagi, the non-executive Directors are Mr Yasutaro Sawada, Mr Hiroyoshi Kido, Mr Noriyoshi Kimura and Mr Hiroshi Tasaka and the independent non-executive Directors are Mr Masaki Yoshida, Mr Kiyoshi Nagano, Mr Keiji Watanabe, Mr Takeshi Natsuno and Mr Akihiro Tamaki.

October 13, 2011

SBI Holdings, Inc.

CSJ-SBI Financial Media Co., Ltd.

Notice on Investments by Joint Venture Between SBI and China Securities Journal in Infeel and Searchina

SBI Holdings, Inc. (“SBI”) hereby announces that its affiliate CSJ-SBI Financial Media Co., Ltd. (Head office: Shanghai, People’s Republic of China (“China”); “CSF”) has agreed separately with Shanghai Infeel Economics Development Co., Ltd. (Head office: Shanghai, China; “Infeel”), and Searchina Co., Ltd. (Head office: Chuo-ku, Tokyo; “Searchina”) to acquire 55% and 20% of their outstanding shares, respectively. Infeel is a provider of IR and database services in the U.S. and China, while Searchina is the operator of the Searchina financial portal site (<http://searchina.ne.jp/>). CSF is a joint venture between SBI and the China Securities Journal (“CSJ”), a subsidiary of Xinhua News Agency.

1. Purposes of investments in Infeel

In strategic alliances with Nasdaq OMX and CSJ, Infeel provides IR and database services for listed companies in the U.S. and China. Its mainstay IR Screen, software for providing database and IR services for corporate clients, is now being used by more than 200 customers including 100 Chinese listed companies. In a tie-up with the National Investor Relations Institute (NIRI) of the U.S., Infeel is also engaged in the businesses of seminars and lectures in the U.S. and China.

By purchasing 55% of the shares in Infeel while planning to send its executive officers including the CEO to Infeel, CSF will acquire the customers and sales channels of Infeel. Its aim is to expand the sales channels of its database products and increase its customer base. Furthermore, by utilizing Infeel’s strategic partnership with Nasdaq OMX and CSJ, CSF will conduct full-scale operations of online information distribution and IR services for the U.S. and China.

2. Purposes of investments in Searchina

CSF has been distributing Chinese economic and financial news provided by CSJ in Japanese via the portal Searchina since August 2011. By acquiring 20% of the shares in Searchina, CSF will further strengthen its business alliance with Searchina. It will also distribute online economic and financial information for the Japanese market on a full-scale basis. It will do so by leveraging the experience, know-how and various channels that Searchina has cultivated in Japan. CSF also plans to send executive officers to Searchina.

With the investments in Infeel and Searchina as the first step in establishing an overseas platform, CSF will proactively promote M&A activities at home and abroad, aiming to become a total financial information medium.

Outline of Infeel

Corporate name: Shanghai Infeel Economics Development Co., Ltd.
Head office: Room 117, Building C, No. 357 Zhao Hua Lu, Chang Ning Qu, Shanghai, China
Establishment: 2005
Capital: 1.0 million RMB
Business: Provision of database and IR services for listed companies in the U.S. and China

Outline of Searchina

Corporate name: Searchina Co., Ltd.
Head office: 1-3-11 Nihonbashi, Chuo-ku, Tokyo
Establishment: 1999
Capital: 111,200 thousand JPY
Business: Finance service, media service, research service

Outline of CSF

Corporate name: CSJ-SBI Financial Media Co., Ltd.
Head office: Unit 1420, SWFC, No. 100 Century Ave, Pudong New Area, Shanghai, China
Establishment: 2011
Shareholding ratio: CSJ: 57%, SBI: 43%
Business: Sino-Japanese economic and financial information services

For further information, please contact:

SBI Holdings, Inc.; Corporate Communications Dept., Tel: +81 3 6229 0126