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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, 2 December 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.



December 2, 2011

SBI Holdings, Inc.

CSJ-SBI Financial Media Co., Ltd.

Notice on Conclusion of Strategic Partnership by Joint Venture with China Securities Journal and S. Korea’s JMnet

SBI Holdings, Inc. (“SBIH”) hereby announces that its affiliate CSJ-SBI Financial Media Co., Ltd. (head office: Shanghai, China; “CSF”) has concluded a memorandum of understanding with JoongAng Media Network Co., Ltd. (head office: Seoul, South Korea; “JMnet”), a leading media group in South Korea, to form a strategic alliance. CSF is a joint venture between SBIH and the China Securities Journal, a subsidiary of Xinhua News Agency.

Established in 1965, JMnet is a major media group affiliated with the Samsung Group of South Korea. It has JoongAng Ilbo, South Korea’s largest newspaper company with a circulation of over 1.80 million copies, and more than 20 media such as magazines and cable TV stations, under its umbrella. JMnet is also in a partnership with many Japanese and Chinese media companies, including Jiji Press, Ltd. and Nihon Keizai Shimbun Inc.

Under the alliance, CSF plans to distribute Chinese financial and economic information via the website of JoongAng Ilbo, and conduct the following businesses.

- Provision of the database of listed Chinese companies and fund database, which are held by CSF, for financial institutions and individual investors in South Korea.
- Reporting of surveys and research and preparation of related reports in accordance with the needs of South Korea’s financial and research institutions.
- Sharing of international advertising clients held each by CSF and JMnet in China and South Korea.

CSF and JMnet will also consider launching a joint enterprise with the China Securities Journal and SBIH, both shareholders of CSF.

Furthermore, CSF will proactively strengthen tie-ups with companies in China and overseas, aiming to become a comprehensive financial media group in the East Asia area covering Japan, China and South Korea.

For further information, please contact:

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