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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, 29 February 2012

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.



February 29, 2012

SBI Holdings, Inc.

(TOKYO: 8473 / Hong Kong: 6488)

**Notice on SBI ALApromo's Obtainment of First-class Marketing Authorization
and Restructuring of ALA-related Business**

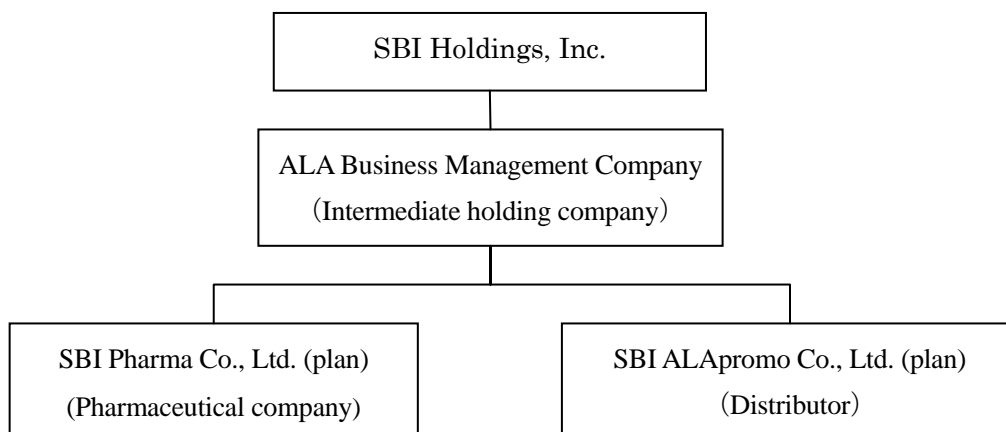
SBI ALApromo Co., Ltd., (head office: Minato-ku, Tokyo; Representative Director and CEO: Yoshitaka Kitao; "SBI ALApromo"), a subsidiary of SBI Holdings, Inc., that conducts research and development of cosmetics, health foods and pharmaceuticals using 5-aminolevulinic acid (ALA)*1, hereby announces that it has obtained First-class Marketing Authorization to conduct business as a pharmaceutical company.

Also, as the SBI Group positions the ALA-related businesses as a future growth area, this occasion will be taken to restructure its corporate organization.

The current SBI ALApromo will change its corporate name to SBI Pharmaceuticals Co., Ltd. (tentative, hereinafter "SBI Pharma") on April 1 this year, to operate as a pharmaceutical firm whose function will be the research and development of medicines, while a new company, SBI ALApromo Co., Ltd. (tentative, hereinafter "the new SBI ALApromo"), will be established as a distributor company to expand cosmetics and health food sales. Also, the shares of each company will be transferred to a newly-established ALA Business Management Company. Under the new organizational structure, where both SBI Pharma and the new SBI ALApromo will be focused on their respective businesses, every effort will be made to further enhance the development of the ALA-related businesses, as well as the development of an overseas business.

SBI Pharma, in collaboration with Nobelpharma Co., Ltd., is promoting the introduction into Japan of a diagnostic agent for the surgical removal of malignant glioma (active ingredient: 5-aminolevulinic acid hydrochloride; hereinafter "the diagnostic agent" *2). This diagnostic agent received an orphan drug designation from the Ministry of Health, Labour and Welfare, and the enrollment for a phase-3 clinical testing has been completed in Japan. Going forward, SBI Pharma will actively promote the business of developing new medicines.

<New organization structure of ALA-related business (plan)>



<Outline of SBI Pharma (current SBI ALApromo) >

1. Corporate name	SBI Pharmaceuticals Co., Ltd. (since April 1, 2012)
2. Representative	Yoshitaka Kitao
3. Head office	1-6-1 Roppongi, Minato-ku, Tokyo
4. Business	Development, manufacturing and sales of cosmetics, health foods and pharmaceuticals using 5-aminolevulinic acid (ALA)
5. Capital	3,293 million yen (As of the end of February, 2012)

<Outline of the new SBI ALApromo>

1. Corporate name	SBI ALApromo Co., Ltd. (since April 1, 2012)
2. Representative	Yasushi Takezaki
3. Head office	1-6-1 Roppongi, Minato-ku, Tokyo
4. Business	Manufacturing and sales of cosmetics and health foods using 5-aminolevulinic acid (ALA)
5. Capital	50 million yen (As of the end of February, 2012)

*1 About 5-aminolevulinic acid (ALA):

An amino acid created in mitochondria. It is an important substance that serves as protein material related to energy production in the form of hemes and cytochromes, and its productivity is known to decrease with age. ALA is contained in shochu distillation remnants, red wine and food such as radish sprouts. It is also known as a material forming chloroplasts in plants.

*2 The diagnostic agent is an oral diagnostic agent for the photodynamic diagnosis (PDD) of tumor tissue in the surgical removal of malignant glioma. SBI ALApromo's German joint venture partner medac GmbH won approval of the product from the European Medicines Agency (EMA), and it has been used in 27 European countries.

For further information, please contact:

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