

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 13.10B 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

Representative Director,

President & Chief Executive Officer

Japan, 10 October 2013

As of the date of this announcement, the executive Directors are Mr Yoshitaka Kitao, Mr Taro Izuchi, Mr Takashi Nakagawa, Mr Tomoya Asakura, Mr Shumpei Morita, Mr Noriaki Maruyama and Mr Peilung Li, the non-executive Directors are Mr Masato Takamura, Mr Hiroshi Tasaka and Mr Teruhide Sato and the independent non-executive Directors are Mr Masaki Yoshida, Mr Kiyoshi Nagano, Mr Keiji Watanabe, Mr Akihiro Tamaki and Mr Masanao Marumono.

Strategic Alliance with the Lujiazui Group and the New Hope Group

We are pleased to inform you that SBI Holdings, Inc. (“SBIH”) has reached a basic agreement with Shanghai Lujiazui Development (Group) Company Limited (Head Office: Shanghai, People’s Republic of China; “Lujiazui Group”), a leading state-owned financial and real estate company in Shanghai, and New Hope Group CO., LTD. (Head Office: Chengdu, People’s Republic of China; “New Hope Group”), China’s largest privately owned agribusiness company. This agreement relates to forming a strategic alliance for joint development of an online financial services business in the China (Shanghai) Pilot Free Trade Zone (FTZ).

Founded in 1990, the Lujiazui Group is a large state-owned company directly managed by the Shanghai Municipal Government and the only comprehensive financial and real estate group that falls under the jurisdiction of the Shanghai Municipal Government. The Lujiazui Group’s principal business activities are holding and managing shares of financial institutions falling under the jurisdiction of the Shanghai Municipal Government, developing the Shanghai Lujiazui Finance & Trade Zone, established as a state-level development project, and developing and operating the related commercial properties while developing public infrastructure facilities. Within the Lujiazui Group are Shanghai Lujiazui Finance & Trade Zone Development Co., Ltd. (listed on China’s A-share market), Aijian Securities Co., Ltd., Lujiazui International Trust Corporation Limited and many other financial and real estate firms.

Meanwhile, the New Hope Group, which was established in 1982, is China’s largest agribusiness operator. The Group is the top shareholder of China Minsheng Banking Corp., Ltd., the largest privately owned bank in China, and has been the shareholder of Minsheng Life Insurance Co., Ltd. since its inception. On top of its primary operation in agribusiness focused on animal feed, breeding, and slaughtering and meat processing, the New Hope Group engages in business activities in areas including dairy products, the chemical industry and resources, real estate development, investment in businesses and finance in China. The Group has more than 400 affiliated companies and over 60,000 employees. It is ranked No. 1 in China for its transaction volume of animal feed and processed amount of poultry, both of which account for no less than 10% of the total market share respectively. Consolidated net sales of the New Hope Group in 2012 reached RMB 80.6 billion (equivalent to JPY 1,281.5 billion at the exchange rate of RMB 1 = JPY 15.90).

Going forward, the three companies will hold discussions based on this strategic alliance agreed upon to pursue joint development of a business related to Internet-based financial services in the China (Shanghai) Pilot Free Trade Zone, which was formally opened on 29 September 2013. The know-how and expertise in online financial services that SBIH proudly demonstrates in Japan will be integrated with the management resources of alliance partners and the support from the Chinese government as we take on the challenge of opening up a new financial market in China.

(Reference) The China (Shanghai) Pilot Free Trade Zone

The China (Shanghai) Pilot Free Trade Zone (FTZ) is a special zone set up by the Chinese government as a step to actively demonstrate its openness to the international community in line with economic globalization. FTZ is expected to serve as a testing ground for China's financial experiments including substantial deregulations in the fields of finance, investment and trade, convertibility of the Chinese yuan renminbi, and interest rate deregulation.

For further information, please contact:

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