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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 13.10B 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, 11 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.

11 October 2013
SBI Holdings, Inc.
(TOKYO: 8473 / Hong Kong: 6488)

Notice on Starting Online Used Car Auction Business in China through a Joint Venture in China

SBI Holdings, Inc. (hereinafter “SBIH”) hereby announces that the online used car auction joint venture in China operated by SBIH, Coway International TechTrans Co., Ltd. and Auto Server Co., Ltd. obtained an Internet business operation license from the Beijing authorities and started service under the name of “CHE TONG TIAN XIA” on 11 October 2013. Coway International TechTrans Co., Ltd. (head office: Beijing, China; representative: Ji Shishan; “Coway”) is a member of the group of Tsinghua University, one of the highest institutions of learning in China, and it commercializes the results of research conducted by the university. And Auto Server Co., Ltd. (head office: Chuo-ku, Tokyo; President and Representative Director: Masazumi Adachi; “Auto Server”) is a portfolio company of the SBI Group’s fund, which operates the online used car distribution business in Japan.

“CHE TONG TIAN XIA” is aimed at building an open business-to-business used car distribution market by offering information on trade-in cars of 4S shops (new car dealers) and others, which has been provided only to limited used car dealers, to more dealers on the Internet. Also, with its auction function that is fair and open to all users, “CHE TONG TIAN XIA” is expected to become a service that plays a role in the Chinese used car distribution market that is projected to expand more and more in the future.

Auto Server is pushing forward with preparations for a primary listing on the GreTai Securities Market (GTSM) of Taiwan by early 2014 to become the first Japanese company with such listing. With the listing, the company will aim to gain wider recognition in Greater China and accelerate its future business development in the Chinese mainland market.

The SBI Group will continue to focus on creating new values, including providing support for the overseas business expansion of portfolio companies by leveraging the global networks it has built in emerging countries, centering on Asia.

Summary of “CHE TONG TIAN XIA”



Details of service: Online used car auction business

To support B-to-B vehicle distribution service through providing a more open online auction platform by linking purchasing companies and dealers of used cars

Start of service: 11 October 2013

(Reference)

Outline of Auto Server

Name: Auto Server Co., Ltd.

Representative: Masazumi Adachi

Head office: Nihonbashi MS Bldg. 2F, 2-9-8 Nihonbashi Horidome-cho, Chuo-ku, Tokyo Japan

Establishment: June 1997

Capital: 424 million JPY (as of August 2013)

Business:

- Processing and provision of information on car sales using computer communications systems of information networks
- Planning, development, sales, maintenance and management of computer systems

Outline of Coway

Name: Coway International TechTrans Co., Ltd.

Representative: Ji Shishan

Head office: Room 701B and 701D, 7/F, Building B, Science Park Tower (SP Tower), Tsinghua Science Park, Haidian District, Beijing 100084, China

Establishment: June 2002

Capital: 50 million RMB (as of August 2013)
(approximately 795 million JPY based on the exchange rate of 1RMB = 15.9 JPY)

Business:

- Introduction of foreign technologies and services into China
- Research
- Commercialization of technologies developed at Tsinghua University

For further information, please contact:

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