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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, 5 February 2014

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.

5 February 2014
SBI Holdings, Inc.
(TOKYO: 8473 / Hong Kong: 6488)

Notice Regarding the Implementation of Shareholder Benefits

SBI Holdings, Inc. (hereafter “the Company”), announced today that it will implement the following shareholder benefits for all shareholders as of 31 March 2014.

1. Eligible shareholders

All shareholders listed or recorded in the shareholder register as of 31 March 2014

2. Benefits

- (1) The Company will give shareholders who hold one hundred (100) or more shares (1 unit: Note 1) a gift certificate that can be redeemed for two (2) packs of ALAPlus (priced at JPY 2,980 (incl. tax) per pack) dietary supplements sold by our subsidiary, SBI ALApromo Co., Ltd. (“SBI ALApromo”).
- (2) The Company will also give shareholders who have held shares for more than one (1) year and who hold one thousand (1,000) or more shares (Note 2) as recorded in the shareholders register as of 31 March 2014, instead of the benefits mentioned in (1) above, a gift certificate that can be redeemed for two (2) packs of ALAPlus dietary supplements and two (2) bottles of ALAPlus GOLD (priced at JPY 9,800 (incl. tax) per bottle) dietary supplements.

In addition, the Company shall give all shareholders, including shareholders that only have less than one unit of shares (1 to 99 shares), one (1) discount coupon to purchase dietary supplements and cosmetics sold by SBI ALApromo at a 50% discount off the selling price.

(Note 1) The Company adopts the share unit system, effective as of 1 October 2012, whereby one (1) share unit comprises one hundred (100) shares.

(Note 2) “Shareholders who have held shares for more than one (1) year” shall mean shareholders who have been continuously listed or recorded under the same shareholder number on the Company's register of shareholders on all of the last three (3) record dates (31 March 2013, 30 September 2013, and 31 March 2014). In cases where a shareholder becomes a shareholder of the Company by exchange of shares, the computation will start from the record date immediately thereafter, and the period prior to the exchange of shares will not be included in the calculation. Even in cases where the shareholder number changes due to succession, or removal from the shareholders' register and the like, the computation will start from the record date immediately thereafter.

(Note 3) Due to laws and regulations related to pharmaceuticals, food and cosmetics in overseas countries, we will only send products redeemed with the gift certificate, and products purchased with the discount coupon mentioned above to addresses in Japan.

3. Period for sending gift certificates, etc.

The gift certificate and discount coupon is scheduled to be sent to addresses (Note 4) listed on the shareholders' register in early June 2014, together with the Company's Notice of the 16th Ordinary General Meeting of Shareholders.

(Note 4) The gift certificates and discount coupons will be sent to the addresses specified by standing proxies and shareholders who designate mailing addresses.

4. Period of validity of gift certificates, etc.

Eligible shareholders who wish to redeem their gifts of ALAPlus and ALAPlus GOLD are required to apply for redemption of their gift with the aforementioned gift certificate. The cut-off date for applications to redeem gifts with gift certificates shall be 30 September 2014 (applications postmarked up until that date will be accepted). The cut-off date for applications to make a purchase with discount coupons shall be 30 September 2014 (applications postmarked up until that date will be accepted).

5. Shipment of gifts

The schedule for shipment of gifts to shareholders who apply for redemption of their gifts with gift certificates shall be generally as follows.

- (1) For applications for redemption of the gift certificate that arrive by 30 June 2014, the shipment will be around 31 July 2014.
- (2) For applications for redemption of the gift certificate that arrive by 31 July 2014, the shipment will be around 31 August 2014.
- (3) For applications for redemption of the gift certificate that arrive by 30 September 2014 (applications postmarked up until that date will be accepted), the shipment will be around late October 2014.

Description of gifts

“ALAPlus”

ALAPlus is a product developed with the concept of creating a daily habit that can be started immediately. Containing 5 mg of 5-aminolevulinic acid phosphate (5-ALA: Note 5) per tablet, ALAPlus enables you to experience the true benefit of 5-ALA. This is a product designed for people who are focused on maintaining health and those who have busy lifestyles with unhealthy dietary habits, and it aims to offer improved nutritional support as a daily habit that can be started immediately.



“ALAPlus GOLD”

ALAPlus GOLD is a premium product containing 10 mg of 5-aminolevulinic acid phosphate per tablet, and it is geared towards supporting aging care (Note 6) of people who want to be more active. ALAPlus GOLD is a product designed for people who are keen to maintain health and for middle-aged and elderly persons and it offers improved nutritional



support.

For more details about each product, please visit the website of SBI ALApromo

<http://www.sbi-alapromo.co.jp/>

(Note 5) 5-aminolevulinic acid (5-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. 5-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.

(Note 6) Aging care refers to treatment to maintain the skin condition in a way that is appropriate for one's age.

For further information, please contact:

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