



September 28, 2016

SBI Holdings, Inc.

**Notice Regarding the Appointment of Ms. Satoko Yahata,  
the Senior Advisor of the Company, as the Brand Ambassador of Sri Lanka**

SBI Holdings, Inc. (Head office: Minato-ku, Tokyo; Representative Director, President & CEO: Yoshitaka Kitao; hereinafter “the Company”) hereby announces that Ms. Satoko Yahata, the Senior Advisor of the Company and SBI SECURITIES Co., Ltd. (Head office: Minato-ku, Tokyo; Representative Director: Masato Takamura), a 100%-owned subsidiary of the Company, has been appointed by Ministry of Tourism Development and Christian Religious Affairs of Sri Lanka as its Brand Ambassador to promote Sri Lanka tourism in Japan.

Ms. Yahata, who has recently been appointed as the Brand Ambassador, also serves as the Director of Pacific Basin Economic Council and VISIT JAPAN Ambassador appointed by Ministry of Land, Infrastructure, Transport and Tourism of Japan, and possesses abundant knowledge, experience and connections. Therefore, the SBI Group has invited her as Senior Advisor in August 2016.

As was announced in June 2016, the SBI Group has determined to acquire the shares of First Guardian Equities (Pvt) Limited, a Sri Lankan Securities Company, and is now aggressively advancing its business development in Sri Lanka. Going forward, the Group intends to continuously take advantage of Ms. Yahata’s guidance, advice and information in overseas operations for the expansion of its business abroad.

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For further information, please contact:

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