

Announcement Regarding Name Change of Subsidiary

It was decided at the September 8, 2006 SBI Holdings directors meeting to change the corporate name of SOFTBANK INVESTMENT CORPORATION, a wholly owned subsidiary of SBI Holdings.

1. Company Name and Information

- (1) Corporate Name: **SOFTBANK INVESTMENT CORPORATION** (In Japanese, ソフトバンク・インベストメント株式会社)
- (2) Representative: Representative Director and CEO, Yoshitaka Kitao
- (3) Registered Address: 1-6-1 Roppongi, Minato-ku, Tokyo

2. New Corporate Name

SBI Investment Co., Ltd. (In Japanese, SBI インベストメント株式会社)

3. Reason for Change

Until now, SOFTBANK INVESTMENT has been the core company of the asset management business in the SBI Group, aggressively investing in non-public companies in the IT, broadband, mobile phone, media, and biotechnology related industries. As a result, in the venture capital sector, the SOFTBANK INVESTMENT name has become widely known both in Japan and overseas.

However, capital ties with Softbank Corporation were eliminated on August 2, 2006 [[link to article](#)]. With the corporate name change of SOFTBANK INVESTMENT to an SBI name, the unity amongst the SBI Group companies has increased, as has the value of the SBI brand, which continues to develop as representing an innovative and cutting-edge business group. The end result is increased business synergies amongst the SBI Group companies, supporting our goal of increasing the business value of the SBI Group.

4. Effective Date of Name Change

October 1, 2006.