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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 13.09(2) 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**

*Chief Executive Officer*

Japan, 25 November 2011

*As of the date of this announcement, the executive Directors are Mr Yoshitaka Kitao, Mr Taro Izuchi, Mr Takashi Nakagawa, Mr Kenji Hirai, Mr Tomoya Asakura, Mr Takashi Okita, Mr Noriaki Maruyama, Mr Shumpei Morita, Mr Shinji Yamauchi, Mr Makoto Miyazaki, Mr Yoshimi Takahashi and Mr Masaki Takayanagi, the non-executive Directors are Mr Yasutaro Sawada, Mr Hiroyoshi Kido, Mr Noriyoshi Kimura and Mr Hiroshi Tasaka and the independent non-executive Directors are Mr Masaki Yoshida, Mr Kiyoshi Nagano, Mr Keiji Watanabe, Mr Takeshi Natsuno and Mr Akihiro Tamaki.*



November 25, 2011

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

**Notice Regarding Conclusion of Strategic Partnership**  
**with AEON LIFE INSURANCE COMPANY, Ltd**

SBI Holdings, Inc. (“SBIH”) hereby announces that it has concluded a memorandum of understanding with AEON LIFE INSURANCE COMPANY, Ltd. (head office: Dalian, China; “AEON”) to form a strategic alliance regarding an Internet-based marketing business for financial products in Mainland China.

AEON is an insurance company newly established with Chinese domestic capital in 2009, the first of such company in Northeastern China, with an approval from the Chinese Insurance Regulatory Commission. It holds a nationwide license to conduct insurance operations throughout the country. Mainly providing life insurance products through its branches in 11 provinces (\*1), AEON is rapidly expanding its insurance business.

In China, there is a sharp increase in the usage of EC websites, reflecting the country’s rapid economic growth and the widespread of the Internet. Meanwhile, in developed countries such as Japan, the U.S., and European countries, the usage of Internet-based financial services is also on the rise each year. Given this, a further increase in the number of people using financial products and services through the Internet can be expected in China as well.

SBI Group plans to continue having discussions with AEON on a wide range of partnership projects to better explore the market of Internet-based financial services in Mainland China by combining SBI Group’s expertise in the Internet-based financial business cultivated in Japan, and AEON’s extensive experience in the insurance business in China, as much as possible through this strategic alliance. As the first initiative of this partnership, the two parties will embark on a joint enterprise to provide an Internet-based marketplace services for insurance products, aiming to start its operation by the second half of fiscal year 2012.

**Outline of AEON LIFE INSURANCE COMPANY**

Name:	AEON LIFE INSURANCE COMPANY, Ltd
Head office:	Dalian, China
Date of establishment:	June, 2009
Capital:	1.11 billion RMB (approximately 13.470 billion JPY *2)
Main business activities:	Life insurance business

\*1 As of July 2011

\*2 Exchange rate: 1 RMB = 12.135 JPY

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For further information, please contact:

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