

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



## **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**

*Representative Director,*

*President & Chief Executive Officer*

Japan, 12 July 2012

*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 Yasutaro Sawada, Mr Hiroyoshi Kido, Mr Noriyoshi Kimura, Mr Hiroshi Tasaka and Mr Takashi Okita and the independent non-executive Directors are Mr Masaki Yoshida, Mr Kiyoshi Nagano, Mr Keiji Watanabe, Mr Akihiro Tamaki and Mr Masanao Marumono.*



July 12, 2012

SBI Holdings, Inc.

(TOKYO: 8473 / Hong Kong: 6488)

**Memorandum on a Strategic Alliance Signed between our Subsidiary and a System  
Development Company in China**

SBI Holdings, Inc. (hereinafter “SBIH”) hereby announces that SBI (China) Co., Ltd. (Head office: Dalian, China, hereinafter “SBI China”), a subsidiary company that oversees our Chinese business activities, has signed a memorandum on a strategic alliance with Shanghai Chuwa Software Co., Ltd. (Head office: Shanghai, China, hereinafter “Shanghai Chuwa”), a system development company in China, covering software and IT system development in China.

Shanghai Chuwa is the first Chinese company to obtain the information security rating from I.S. Rating Co., Ltd., and has undertaken many projects in Japan. Shanghai Chuwa is also engaged in system development in the securities, finance, and insurance fields, and was selected as one of the “Top 100 Growing Companies in Outsourcing Service Industry in China” in 2010 by the China Council for International Investment Promotion, Gartner (global IT consulting company in the U.S.) and IDC (IT special research company).

The SBI Group is rapidly expanding its business presence in China, especially in the areas of investment, financial services, and financial media, by leveraging the results of various investments and experience obtained from fostering companies, as well as expertise accumulated in the online finance business as an integrated financial business group in Japan. Recently, the number of IT outsourcing projects undertaken by Chinese companies in which we invest, such as Tianan Insurance, has been increasing.

Supported by the strategic alliance with Shanghai Chuwa, which has extensive experience in system development, we will satisfy demands from Chinese companies, in which we invest, for system development, and will establish a system that contributes to the further business expansion of these companies.

The SBI Group will continue to proceed with further business expansion in China, with SBI China at the core.

**Outline of Shanghai Chuwa**

Name: Shanghai Chuwa Software Co., Ltd. (Chinese name: 上海中和软件有限公司)  
Head office: Shanghai, China  
Establishment: April 1991  
Capital: USD 9.8 million (approximately JPY 780 million \*1)  
Main businesses: Software development

\*1: Converted at 1 USD= 79.5 JPY

\*\*\*\*\*

For further information, please contact:

SBI Holdings, Inc.: Corporate Communications Dept., Tel: +81 3 6229 0126