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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

Representative Director,

President & Chief Executive Officer

Japan, 2 October 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.



October 2, 2012
SBI Holdings, Inc.
(TOKYO: 8473 / Hong Kong: 6488)

SBIH Forms a Capital and Business Alliance with WebCrew

SBI Holdings, Inc. (“SBIH”) hereby announces that it has concluded an agreement to form a capital and business alliance with WebCrew Inc. (Head office: Shibuya-ku, Tokyo; Representative Director: Hiroshi Aoyama; “WebCrew”).

WebCrew provides an independently operated portal website “Zubatto” that enables the users to easily compare and choose the most relevant financial products or services including insurances and daily living services they are seeking for. The number of users on WebCrew’s various comparison websites is over 8.3 million people in total. Not only does WebCrew offer supportive services to attract consumers mainly via the Internet, but also through its subsidiary, Hoken Minaoshi Honpo Co., Ltd., it manages 156 outlets (as of September 26, 2012) that provide recommendations on selecting the best choice of life and non-life insurance products of over 50 companies on an occasion of insurance review. In this manner, WebCrew is exponentially expanding its business in on-line comparison website services along with its face-to-face business.

So far, WebCrew and SBIH have been collaborating in WebCrew’s on-line comparison website business, and have created a trusted relationship based on actual results in step with understanding each other’s businesses, and at this time, have decided to form a capital and business alliance with a view to create synergies that contributes to their further business expansion.

In accordance to this alliance, SBIH will seek for further strengthening ties between the two companies and aspire to establish an overwhelming economic zone in the on-line financial area by uniting the experience of the on-line financial business SBIH has fostered and the on-line marketing know-how of WebCrew to the upmost extent, along with making the “Big Data” into “Bigger Data” and promoting the cross-selling of each company’s products that arises from the maximum use of SBIH’s customer base of over 13,500 thousand (as of the end of June 2012) and WebCrew’s that of 8.3 million people (as of September 26, 2012).

Details for the capital and business alliance is as follows.

1. Outline of the capital alliance

Due to the conclusion of an agreement through further discussions, SBIH is planning to transfer a portion of SBI Insurance’s shares, 540,000 shares (19.9% of the issued share capital of SBI Insurance as of the end of September 2012), held by SBIH to WebCrew for the price of JPY 3,000 per share.

Furthermore, according to another agreement after much discussion, SBIH is planning to acquire up to the ceiling of JPY 1,620 million, and also, maximum investment ratio of 10% of the issued share capital of WebCrew, through transactions in the market or a third-party allocation, convertible bond, etc.

2. Outline of the business alliance

Hereafter, concrete measures for the business alliance will be determined through discussions between the two companies. Although, the contents outlined below has been mutually agreed for collaboration.

- (1) Reinforcement of cooperation in Marketplace business including comparison websites operated by WebCrews (e.g. “Zubatto Mortgage”, “Zubatto Automobile Insurance”, “Insurance Square Bang!”, etc.) and those of SBIH (e.g. “E-LOAN”, “InsWeb”, etc.).
- (2) Promotion of the cross-selling of products with the use of both companies’ customer base.

3. Outline of WebCrew

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| (1) Company name | WebCrew Inc. |
| (2) Head office | 1-10-5 Dogenzaka, Shibuya-ku, Tokyo |
| (3) Representative | Hiroshi Aoyama, Representative Director & President |
| (4) Main business activities | Operation of on-line comparison websites and insurance agency business of various insurances |
| (5) Capital | JPY 2,199 million |
| (6) Date of establishment | October 1, 1999 |

4. Future outlook

In accordance with this alliance, the impact on the financial performance is not yet determined, and will be announced as soon as it becomes clear.

For further information, please contact:
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