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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 13.10B 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, 28 March 2013

*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 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.*

**Acquisition of Shares in IKIIKI SEDAI Inc.**

SBI Holdings, Inc. (“SBIH”) hereby announces that its consolidated subsidiary SBI SSI Research and Planning Co., Ltd. (Corporate name will be changed to “SBI SSI Holdings Co., Ltd.” after obtaining approval at a shareholder meeting to be held tomorrow; Head office: Minato-ku, Tokyo; Representative Director and President: Kentaro Tada) has resolved to acquire all shares in IKIIKI SEDAI Inc. (Head office: Shinjuku-ku, Tokyo; Representative Director: Naoto Honma; “IKIIKI SEDAI”), a small-amount short-term insurance company. Through the share transfer scheduled for tomorrow, IKIIKI SEDAI is expected to become SBIH’s consolidated subsidiary.

Since its establishment in 2007, IKIIKI SEDAI has provided medical insurance and life insurance, mainly by mail order. Beginning in March 2012, the SBI Group has operated SBI SSI Co., Ltd. (formerly Shinsai Partners Inc.), a small-amount short-term insurance company, as a consolidated subsidiary. SBIH now believes that more growth opportunities can be created through cooperation between IKIIKI SEDAI and the SBI Group companies, such as SBI Insurance Co., Ltd., SBI SECURITIES Co., Ltd., SBI Sumishin Net Bank, Ltd. and SBI MONEY PLAZA Co., Ltd. As the main marketing channels of IKIIKI SEDAI are health-related magazines, SBIH also expects that synergy effects will be generated in the fields of medical and health services when IKIIKI SEDAI collaborates with the SBI Group companies, such as SBI Pharmaceuticals Co., Ltd. and SBI ALApromo Co., Ltd.

[Outline of IKIIKI SEDAI Inc.]

(1) Name:	IKIIKI SEDAI Inc.	
(2) Representative:	Naoto Honma	
(3) Head office:	Ozawa Bldg. 7F, 4-1-1 Kagurazaka, Shinjuku-ku, Tokyo	
(4) Business activities:	Sales and underwriting of small-amount short-term insurance policies, centering on medical insurance	
(5) Paid in capital:	JPY 36 million	
(6) Date of establishment:	3 July 2007	
(7) Financial results (JPY million)	FY2010	FY2011
Ordinary revenue	2,669	2,792
Ordinary income	236	384
Net income	157	242

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For further information, please contact:

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