

31 March 2014
SBI Holdings, Inc.

Establishment of Preparation Company for Joint Development of an Online Financial Services Business in China

SBI Holdings, Inc. (Head office: Minato-ku, Tokyo; Representative Director, President & CEO: Yoshitaka Kitao; “SBIH”) is pleased to inform you that three companies have made joint investments and established a preparation company in the China (Shanghai) Pilot Free Trade Zone (FTZ) for the development of an online financial services business in China. The three companies are SBI (China) Co., Ltd. (“SBI China”), a subsidiary of SBIH, Shanghai Lujiazui Development (Group) Company Limited (Head Office: Shanghai, People’s Republic of China; “Lujiazui Group”), a leading state-owned financial and real estate company in Shanghai, and New Hope Group CO., LTD. (Head Office: Chengdu, People’s Republic of China; “New Hope Group”), China’s largest privately owned agribusiness company.

As stated in the press release dated 10 October 2013 “Strategic Alliance with the Lujiazui Group and the New Hope Group”, SBIH has formed a strategic alliance with the Lujiazui Group and the New Hope Group with the objective of promoting the joint development of an online financial services business in the China (Shanghai) Pilot Free Trade Zone (FTZ) which was set up in September 2013.

The newly established preparation company will promote the launch of a company engaged in the online financial services business by carrying out feasibility studies, license applications, and other related operations.

[Outline of the Preparation Company]

Name: Shanghai New Successful Way Investment Consulting Co., Ltd.
Location: Room 606, 6F, No. 55 Xiya Road, China (Shanghai) Pilot Free Trade Zone
Establishment: 24 March 2014
Shareholders: SBI China, the Lujiazui Group and the New Hope Group
Business: Business related to the launch of an online financial services business in China

For further information, please contact:

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