



July 2, 2012

gumi Inc.
Shinsei Bank, Limited

gumi and Shinsei Bank to Establish Venture Fund Targeting Mobile Entertainment Companies

Tokyo: Monday, July 2, 2012 --- gumi Inc. (“gumi”) and Shinsei Bank, Limited (“Shinsei Bank”) today announced plans to jointly establish gumi Ventures L.P., a venture investment fund targeting early stage mobile entertainment companies primarily in Asia.

gumi will establish a wholly-owned subsidiary named gumi ventures Inc. (“gumi ventures”). gumi ventures and Shinsei Bank will then make a limited partnership investment in an investment fund run via a subsidiary wholly owned by gumi ventures.

Over the period between April and June 2012, gumi has made preparations to proactively develop its business overseas, establishing local offices in Singapore, China, South Korea and the U.S., and hiring key personnel with extensive experience in international business development. By setting up its first investment fund and accelerating its overseas business development centered in Asia, gumi aims to quickly secure a leading position in the globally growing mobile entertainment industry.

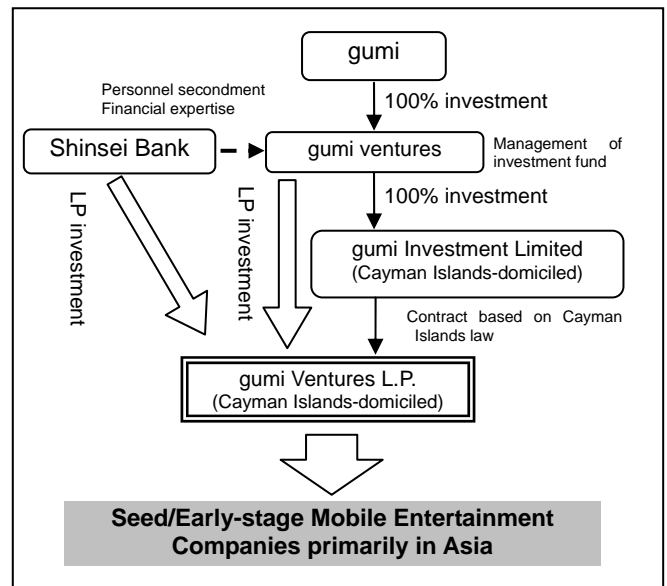
Shinsei Bank has sought to contribute to the development of globally competitive Japanese companies by supporting the establishment of new industries as well as assisting Japanese companies with their overseas expansion plans. As part of its private equity business, Shinsei Bank is proactively making pre-IPO investments to provide growth funds to middle- and later-stage venture companies which have a clear competitive edge and high growth potential. On this occasion, Shinsei Bank will provide gumi, a leading company in the rapidly growing mobile entertainment business, with both investment funds and financial expertise through personnel secondment, to support gumi’s further development into a global company.

Drawing upon the synergies between gumi’s expertise and networks in the mobile entertainment industry, and Shinsei Bank’s financial solutions, gumi and Shinsei Bank will strive to make this project a successful case study in the global development of a Japanese business model.

Fund Overview

Name	: gumi ventures L.P.
Domicile	: Cayman Islands
Established	: July 2012
Investors	: gumi ventures Inc. Shinsei Bank, Limited
Period	: 5 year partnership

Fund Scheme



About gumi Inc.

gumi Inc. aims to change the world through innovations in entertainment and technology, and become the top provider of mobile social games in the world. gumi is a top game developer on mobile social gaming network GREE, where it has released original titles such as Yakuza Wars, Pirate Wars, Knight Wars, Duel Summoner, and Duel in Wonderland. gumi also partnered with Capcom to develop Monhan (Monster Hunter) Tankei Maboroshi no Shima. gumi has recently established two subsidiaries, gumi Korea in Seoul, South Korea, and gumi Asia Pte Inc. in Singapore. For more information, please visit <http://gu3.co.jp/en/>

About Shinsei Bank, Limited

Shinsei Bank is a leading diversified Japanese financial institution providing a full range of financial products and services to both institutional and individual customers. The Bank has total assets of 8.6 trillion yen (US\$105.0 billion) on a consolidated basis (as of March 2012) and a network of outlets throughout Japan. Shinsei Bank demands uncompromising levels of integrity and transparency in all its activities to earn the trust of customers, staff and shareholders. The Bank is committed to delivering long-term profit growth and increasing value for all its stakeholders.

News and other information about Shinsei Bank is available at <http://www.shinseibank.com/english/index.html>