

For Immediate Release

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Japanese Salarymen's Pocket Money Falls to Same Level as 30 Years Ago Shinsei Bank Compiles "30 Year White Paper on the Salarymen's Pocket Money Survey"

Tokyo (Monday, September 24, 2012) --- Shinsei Bank, Limited ("Shinsei Bank") today announced the release of the "30 Year White Paper on the Salarymen's Pocket Money Survey" ("the White Paper"), a compilation and analysis of data gathered from a survey on Japanese male workers' pocket money that has been continuing since 1979. The White Paper is available in Japanese only.

The Salarymen's Pocket Money Survey ("the Survey") was launched in 1979 by (then) Lake K.K., and has been conducted almost every year since for over 30 years. Usually completed before the payment of summer bonuses each year, the Survey examines the financial situation of salarymen in their 20s to 50s, including pay rises and pocket money, to delineate the changes in Japanese values over time. In recent years, the survey has also included research on female workers, and part-time and temporary workers in addition to the Japanese male worker, the original subject of the survey.

The Survey itself is unique in Japan, where there is no comparable study that has been conducted consistently for over 30 years. As such, Shinsei decided it would be a valuable exercise to look back over the past 30 years' of data and trace changes in lifestyle through the prism of Japanese salarymen's pocket money, which often reflects the background of the time. Shinsei Bank hopes that the White Paper will provide hints for how we can all live a brighter, more positive life in Japan.

Shinsei Bank took over management of the Survey in fiscal year 2012 from Shinsei Financial Co., Ltd., a consolidated subsidiary which had been carrying out the Survey up until fiscal year 2011. Both the White Paper and the results of past surveys can be found in Japanese on "Lifestyle Labo" (<http://www.shinseibank.com/cfsg/>) – a website that was set up by Shinsei Bank in June 2012, and which focuses on lifestyle and money for the younger generation in Japan.

Main Findings of the "30 Year White Paper on the Salarymen's Pocket Money Survey"

1. Japanese salarymen's average monthly pocket money rose in tandem with economic and average monthly wage growth to peak at the height of the Japanese bubble. Thereafter, pocket money declined more rapidly than wages to hit an all-time low, amidst a back drop of intensifying deflation
2. In a reversal of fates, 20-something salarymen have overtaken their 50-something colleagues to become the age group receiving the highest amount of pocket money. Married salarymen with children are cutting back to maintain their standard of living, as they typically receive around 15,000 yen less pocket money than their unmarried peers
3. Are leisurely lunches a thing of the past? The average amount of money spent on lunch has fallen to the same level as 30 years ago, while time spent eating lunch has shrunk by one third over the same span of time
4. Salarymen eat out on average less than once per week, as the frequency of dining out has halved compared to the peak recorded in 1999. Salarymen are cutting back on after-work dining, while "drinking at home" is becoming the norm
5. The tricks that salarymen use to eke out their pocket money have changed with the times; in the past, they cut back on taxi fares, now they are even taking flasks to work. And is securing a second income becoming a no-brainer?!

Please see the Japanese White Paper for full details (available on Shinsei Bank's Japanese website)

Going forward, Shinsei Bank will continue to research the lifestyles of Japan's salarymen and younger generations through the Salarymen's Pocket Money Survey, and share the findings through Lifestyle Labo and other media.

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 8.5 trillion yen (US\$107.8 billion) on a consolidated basis (as of June 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>