

For Immediate Release

Company Name: Shinsei Bank, Limited  
Name of Representative: Shigeki Toma  
President and CEO  
(Code: 8303, TSE First Section)

## Shinsei Bank Announces First Investment Made by Femto Growth Capital Fund - Support of the digital contents distribution service provided by Piece of Cake, Inc. -

Tokyo (Wednesday, April 24, 2013) ---Shinsei Bank, Limited (“Shinsei Bank,” “the Bank”) today announced that Femto Growth Capital Investment Business Limited Liability Partnership (“Femto Growth Capital Investment Fund,” “the Fund”), jointly established with Mr. Tetsuya Isozaki, executed its first investment by subscribing to a new share issuance through a third-party allocation by Piece of Cake, Inc. (“Piece of Cake”).

Piece of Cake has provided the platform service for digital contents including books and magazines and commenced a digital contents distribution service, “cakes,” which provides digital contents created by a various range of writers, reporters and bloggers with a fixed charge of 150 yen per week. As of the end of March 2013, cakes provided approximately 1,500 articles from about 140 writers via its service. Femto Growth Capital Investment Fund selected Piece of Cake due to the expected growth in the growing digital publishing platform business leveraging the network of Mr. Kato, Piece of Cake CEO, who has extensive experience and a track record as a book editor.

The total issue amount of the third-party allotment by Piece of Cake was 300 million yen, and Femto Growth Capital Investment Fund subscribed 200 million yen and JAFCO Co., Ltd. subscribed 100 million yen. Mr. Isozaki, who is in charge of the management of Femto Growth Capital Investment Fund, will become an outside director of Piece of Cake, and provide practical support.

The Fund aims to invest in and support early-stage venture companies in the Internet sector. The amount of equity investment per-company will be in the range of between several tens of millions of yen to approximately 300 million yen. The Fund is also characterized by the practical support for growth companies that will be provided by Mr. Isozaki. Shinsei Bank participates in the Fund’s management via its subsidiary, Shinsei Corporate Investment Limited, and will continue efforts to proactively support early-stage companies in Japan’s Internet sector through the Fund.

### [Piece of Cake Overview]

Company Name : Piece of Cake, inc  
Established : December 8, 2011  
Representative : Sadaaki Kato  
Headquarters : Old wing 6<sup>th</sup> floor,  
Yamaguchi building,  
3-17-4, Shibuya,  
Shibuya-ku, Tokyo  
Business : Digital contents platform  
service  
Capital : 176 million yen (after the  
third-party allotment)

### [Fund Overview]

Name : Femto Growth Capital  
Investment Business Limited  
Liability Partnership  
Total : 1.6 billion yen  
investment  
amount  
General : Femto Growth Capital Limited  
partner  
Limited : The Organization for Small &  
partners : Medium Enterprises and  
Regional Innovation, JAPAN,  
Shinsei Bank, Limited,  
Création Capital, Inc.  
Interlink, Inc.  
Period : 7-year partnership

\*\*\*\*\*

*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 9.1 trillion yen (US\$105.4 billion) on a consolidated basis (as of December 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>*