

For Immediate Release

Name of Representative: Shigeki Toma  
President and CEO  
(Code: 8303, TSE First Section)**Shinsei Bank Teams Up with The Bank of Iwate to Offer Financial Literacy Education Program “MoneyConnection®” in Iwate Prefecture**

Tokyo (Thursday, December 26, 2012) --- Shinsei Bank, Limited (“Shinsei Bank”; “the Bank”) today announced that Shinsei Bank and NPO Sodateage.net, an NPO that runs programs to assist young people in entering the workforce, have signed a memorandum of agreement with The Bank of Iwate, Ltd. (“The Bank of Iwate”) in order to support The Bank of Iwate in delivering the program in Iwate prefecture. The Bank of Iwate will begin offering “financial literacy classes” in high schools in Iwate prefecture from 2014.

MoneyConnection is a workshop-based financial literacy program, targeted primarily at high school students, which aims to prevent young people from becoming NEETs (people Not engaged in Employment, Education or Training) by offering them an opportunity to think about work, money and their future lives. From fiscal year 2012, Shinsei Bank has been supporting Sodateage.net directly as part of its social contribution activities, combining the knowledge accumulated in the Shinsei Bank Group and the expertise of Sodateage.net, to jointly run the program. To date, the program has reached 60,428 students in 429 schools nationwide (as of November 15, 2013). Please see the separate attachment for more details of the program.

In support of the program, The Bank of Iwate will independently offer “financial literacy classes” to high schools in Iwate prefecture as part of its own CSR (corporate social responsibility) efforts, while receiving assistance from Sodateage.net in the form of guidance from the program instructors and advice on running classes. The Bank of Iwate will begin by holding classes at high schools in Iwate prefecture from 2014.

Shinsei Bank has been working proactively to contribute to regional finance by strengthening its collaborative efforts with fellow financial institutions, sharing the expertise and experience of the Shinsei Bank Group through the long-standing network of relationships it has built up with regional financial institutions throughout Japan. The latest demonstration of this approach, the partnership with The Bank of Iwate represents the third time that Shinsei Bank has supported a regional financial institution’s social contribution efforts. Going forward, Shinsei Bank will explore further possibilities for collaboration with regional financial institutions to offer the MoneyConnection program in other regions of Japan.

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*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 8.9 trillion yen (US\$90.9 billion) on a consolidated basis (as of September 2013) 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>

## **Overview of MoneyConnection®**

### **What is MoneyConnection®?**

The rapid increase in the number of young people who are not engaged in any kind of employment, education or training (“NEET”) has become a social problem in Japan in recent years. MoneyConnection® is Japan’s first financial literacy program that aims to prevent young people from becoming NEET by providing them a chance to think about money, work and their own futures. Developed by the Shinsei Bank Group in cooperation with Sodateage.net, a non-profit organization, the program is primarily targeted at high school students and seeks to address the lack of financial literacy and sense of the value of money that is one of the causes of the NEET problem among young people.

MoneyConnection offers participants an opportunity to think about the cost of living and the value of goods, as well as learn about the diversity of the employment system and the relationship between work and lifestyle, and encourages them to consider “money” and “life” from a longer-term perspective.

### **Program Content**

The program consists of two 50-minute sessions, “earning” and “spending.” In the “earning” session, students learn about “work and money”, while in the “spending” session they consider the value of goods and their own personal values. The program is designed to be an enjoyable way for young people to think about the essence of money. Participants try to calculate how much they would need to live alone, simulate a future lifestyle using cards that determine factors such as age, profession, type of employment and monthly wages, and engage in group discussions with fellow students. In 2010, MoneyConnection received an Excellence Award in the “1st Career Education Awards” program organized by the Japanese Ministry of Economy, Trade and Industry.

### **Extending MoneyConnection’s Regional Reach through an Official Accreditation System**

Aiming to extend the program’s reach into regional areas, a system for accrediting qualified career education support groups throughout Japan was introduced in fiscal year 2009. Organizations that have received “official accreditation” from the Sodateage.net secretariat now offer the program independently to schools and educational facilities across Japan, acting as bases to extend MoneyConnection’s reach nationwide.

### **MoneyConnection’s Achievements**

MoneyConnection was officially launched after a successful pilot program conducted for 1,000 students from nine schools in October 2006. The first official workshop was conducted at Tokyo Metropolitan First Commercial High School in March 22, 2007. As of November 15, 2013, the program has reached 60,428 students from 429 schools throughout Japan. In addition, many Shinsei Bank Group employee volunteers have supported the program as in-class facilitators.

### **About NPO Sodateage.net**

Organization name: NPO Sodateage.net  
Representative: Kei Kudo, Chairman  
Location: Seikatsukan Building 3F, Takamatsu-cho 2-9-22, Tachikawa City, Japan

Having received accreditation as a non-profit organization in May 2004, Sodateage.net supports young people who are willing but unable to find employment through offering assistance that includes job training, career consulting, and counseling both for young people and their parents. Sodateage.net has a strong track record in NEET and youth support. From 2004 to 2006, it developed and operated “Job Station Tachikawa,” a project to assist young people in Tachikawa, Tokyo find employment. Since then, the organization has been commissioned to take on various projects by regional governmental bodies. In February 2009, Sodateage.net was selected as one of the Ministry of Economy, Trade and Industry’s “55 Selected Social Businesses” and in December 2011, Sodateage.net was presented with a Green Award for outstanding performance in the management category of the Tama Shinkin Bank’s “Tama Blue Green Award.”