

Salaryman and woman Pocket Money Rises for the First Time in Two Years -Results of the “2014 Salaryman and woman Pocket Money Survey”-

- Trend of “one-coin”+tax lunches; average spending for lunch rises JPY 23 to JPY 541.
Allowances for drinks rises 770JPY to JPY 8,459 per month. -

Shinsei Bank has conducted a survey of office workers including 1,000 male office workers between the ages of 20's – 50's in the “2014 Salaryman Pocket Money Survey”. This report lays out the findings.

Key findings of the “2014 Salaryman and woman Pocket Money Survey”

- Average monthly pocket money of JPY 39,572 (up JPY 1,115 vs. 2013), while the first rise in two years, is still far from pre-Lehman Shock levels (JPY 45,825 in 2008). This represents the fourth lowest amount recorded since the start of this survey.
- The average cost of lunch has risen JPY 23 from last year to JPY 541, the level for “one-coin” (a 500 yen coin) + 8% consumption tax lunches.
- The average amount spent per drinking session has risen JPY 9 year on year to JPY 3,483, and the average number of drinking occasions rose slightly. Total spending on drinking has risen by JPY 770 to JPY 8,459 per month. This is the second consecutive year in which the average amount spent per month on drinking has risen.
- Average monthly pocket money allowance for female office workers was JPY 36,712, JPY 2,860 below the average allowance of male office workers.

In the survey conducted in 2014, while it was found that average allowances had risen for the first time in two years, and average spending for both lunches and drinking had risen for two consecutive years, the reality is that average allowances remain at the fourth lowest level recorded since the start of this survey, and average spending for lunches were of the “one-coin”+ tax level. Average spending per drinking session was more or less flat. On top of this, the rise in average spending was not due to additional spending by younger respondents in their 20's and 30's, but mainly due to respondents in their 40's and 50's. The allowance amounts and lunch spending by younger respondents remains at low levels compared to respondents in their 40's and 50's, and polarization of the two groups continues. The impact of Abenomics on average allowances of salary men and women is limited, and when evaluating the respondents from an allowance standpoint, we find evidence that respondents may not see their day to day lives as “affluent.” As consumer prices increase and spending is driven up further by consumption tax hikes, consumers are having no choice but to increase allowances. While we expect average allowances to increase next year, we expect the increase to be led by respondents in their 40's and 50's, the same as this year, as younger respondents experience a larger impact from consumption taxes, feel greater pressure to reduce spending and have less desire to consume compared to older respondents.

From this year's survey, we have expanded the range of target respondents to include females in their 20's to 50's, making it possible to compare their spending to that of male respondents.

- **Average salaryman monthly allowance at JPY 39,572 (up JPY 1,115 vs. 2013), the first increase in two years. However, still below pre-Lehman Shock levels (JPY 45,825 in 2008). Fourth lowest pocket money allowance recorded since the start of this survey.**

After 2007, the average allowance amount of respondents in their 20's has continuously declined. Even in 2014, the average allowance amount by this group of respondents declined by JPY 615. This was the only decline amongst respondent groups. On the other hand, average allowances of respondents in their 40's and 50's rose for the third straight year since the lowest level recorded post Lehman Shock in 2011 to more than JPY 41,000. Following 2012 when the average allowance of respondents in their 50's first exceeded the average allowance of respondents in their 20's, it is expected that the gap in average allowances between these two groups will continue to enlarge. Additionally, the average allowance of female office workers in their 20's to 50's, who were newly included as target respondents of this survey as of this year, was JPY 36,712, JPY 2,860 below the average allowance of male respondents.

■ **Average cost of lunch at JPY 541, increasing for two consecutive years. However, this is a “one coin”+ tax level.**

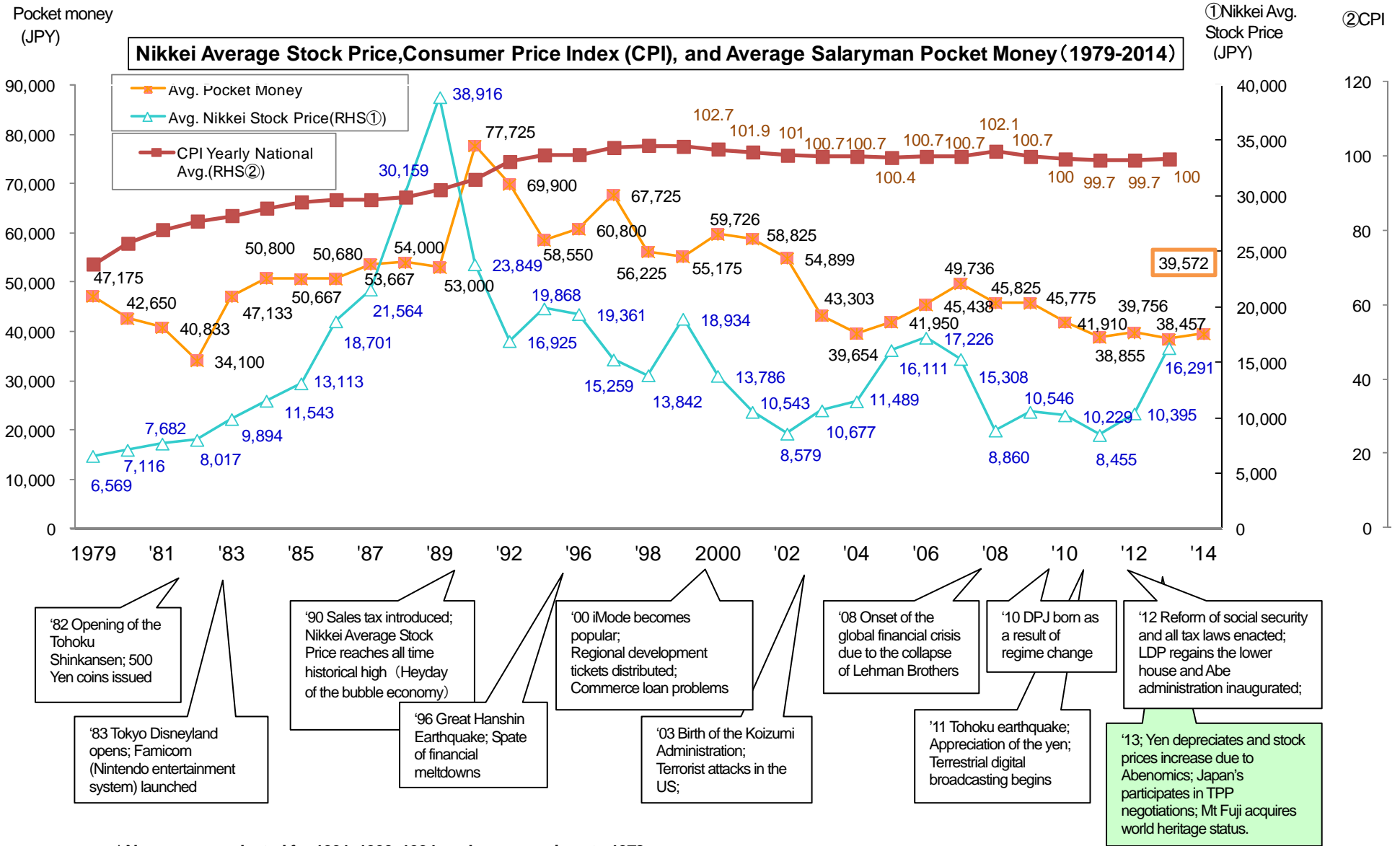
Male office worker average spending for lunch increased JPY 23 versus last year to JPY 541. This is the second consecutive year in which average spending for lunch increased. However, this increase is simply reflects “one coin”+ tax, and the “one coin” lunch trend continues. Additionally, average spending for lunch by female office workers was JPY 512, JPY 29 below the average spending by male office workers.

■ **Amount spent on each drinking session has risen JPY 9, more or less flat from last year, to JPY 3,483. The total number of sessions has risen slightly by 0.2 times/month to 2.4 times/month**

The average spent on each drinking session by male office workers has risen JPY 9 from 2013 to a total of JPY 3,483, more or less flat. In absolute terms, this amount represents the fourth lowest average spending amount since this survey was initiated in 1999. The average spent on each drinking session by female office workers was JPY 2,480, approximately JPY 1,000 less than male respondents of this survey.

For detail results of this survey, please see separate attachment 1 of this press release.

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* No survey conducted for 1991, 1993, 1994, and years previous to 1978
 * Nikkei average stock prices shown in the graph are annual closing share prices