

For Immediate Release

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

Shinsei Bank Forms a Business Alliance for the Inbound Tourism Business Concerning Overseas Visitors to Japan

Tokyo (Monday, July 13, 2015) --- Shinsei Bank, Limited (hereinafter “Shinsei Bank,” the “Bank”) announced today that the Bank had formed a business alliance for the inbound tourism business concerning overseas visitors to Japan as of July 10, 2015 with Yamatogokoro Inc. (Shinjuku-ku, Tokyo; President Keisuke Murayama; hereinafter, “Yamatogokoro”), which offers a consulting service to attract foreign tourists.

Yamatogokoro launched a portal site, “Yamatogokoro.jp,” in 2007 which specializes in inbound tourism. The company delivers information, offers educational training, operates a recruitment website, and provides a consulting service for hotels, retailers, food service businesses, local governments, in addition to other services.

Based on this alliance, Shinsei Bank and Yamatogokoro will jointly hold inbound tourism business seminars. In addition, the Bank will provide regional financial institutions with Yamatogokoro’s expertise to enable them to use the inbound tourism business for the revitalization of regional communities.

Shinsei Bank has engaged in inbound business through real estate nonrecourse finance and project finance where the Bank has financed overseas investors to acquire real estate and to invest in projects in Japan. Through the business alliance with Yamatogokoro, the Bank intends to support a broader range of customers with an interest in inbound business, include institutional customers aspiring to increase the their number of overseas tourist customers visiting Japan and regional financial institutions aiming to use the inbound tourism business to revitalize regional communities.

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 8.8 trillion yen on a consolidated basis (as of March 31, 2015) 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>