

For Immediate Release

Shinsei Bank, Limited  
APLUS FINANCIAL Co., Ltd.

**The First Ever Affiliate Issuance of “Luxury Card” in Japan,  
a Credit Card for Affluent Individuals**

*- APLUS to commence issuances of Luxury Card from Tuesday, November 1. Shinsei Bank to conclude a basic agreement regarding the strategic promotion of the card to wealthy individuals and assume an intermediary role for receiving Shinsei PowerFlex customers’ applications for the credit card -*

Tokyo (Monday, October 24, 2016) --- Shinsei Bank, Limited (Chuo-ku, Tokyo; President and CEO: Hideyuki Kudo; hereinafter “Shinsei Bank”; “the Bank”) will begin offering affiliate issuances of “Luxury Card,” a credit card for affluent individuals which is currently available in the U.S.A., together with its consolidated subsidiary APLUS Co., Ltd. (Tokyo Head Office: Chiyoda-ku, Representative Director and President: Akira Watanabe; hereinafter, “APLUS”) from November 1, 2016. This will be the first time the credit card will be available in Japan. The Shinsei Bank Group positions Luxury Card as its flagship credit card offering for individual customers of the Group, and Shinsei Bank will assume the role of intermediary in accepting applications for the credit card from holders of the Bank’s comprehensive account “Shinsei *PowerFlex*” (hereinafter, “*PowerFlex*”) and will actively engage in expanding the affluent individual customer base.




In preparation for the commencement of affiliate issuances of Luxury Card, APLUS and Black Card I Co., Ltd. (Chiyoda-ku, Tokyo; Representative Director: Hamilton Hayashi, hereinafter, “Black Card I”), the Japanese subsidiary of Black Card LLC, the issuer of Luxury Card in the U.S.A., have concluded an agreement regarding the affiliate credit card issuances in May 2016 which establishes the exclusivity of issuances of Luxury Card in Japan to APLUS. Additionally, Shinsei Bank concluded a basic agreement with Black Card I on October 19, 2016, regarding the joint marketing promotion of Luxury Card to affluent individuals in Japan as the flagship credit card of the Bank Group.

Black Card LLC formed a partnership with the consolidated subsidiary in the U.S.A. of Barclay, an international financial group headquartered in U.K., in 2008 and had issued the “Visa Black Card.” Since 2015, the “Visa Black Card” has been renewed as the “Mastercard® Black Card™,” and in 2016, “Mastercard® Gold Card™” and “Mastercard® Titanium Card™” were added. The commencement of affiliate issuances of Luxury Card Japan marks their first entrance into a market outside of the U.S.A.

As the member company of the Shinsei Bank Group engaging in the credit card business, APLUS starts issuance of status cards to affluent customers by offering the three Luxury Cards. All three types of the Luxury Cards feature a unique metallic design and construction previously unseen in Japan and the highest tier credit card, Mastercard® Gold Card™, features 24 karat gold plating. All three credit card types offer the “World Elite Mastercard” platform, the highest tier credit card platform offered by Mastercard which was previously unavailable in Japan. A wide range of premium services including a 24-hour/365-day global concierge service will be available to card holders. For the further details on the credit cards, please refer to the product summary which follows below.

Additionally, Shinsei Bank’s “Shinsei Step Up Program” offers increasingly attractive preferential services dependent upon products and services used by *PowerFlex* account holders, and Luxury Card holders will be able to enjoy the highest level of the Shinsei Step Up Program, the platinum stage, as an additional benefit of their credit card membership, and in the future the Bank will conduct other campaigns and promotions related to Luxury Card. Furthermore, Shinsei Bank will collaborate with Black Card I in order to attract the attention of affluent individuals.

## [Luxury Card Summary]

Name of Card	Mastercard® Gold Card™	Mastercard® Black Card™	Mastercard® Titanium Card™
Card Face Design			
Annual Fee	200,000 yen + consumption tax	100,000 yen+ consumption tax	50,000 yen+ consumption tax
Features	<ul style="list-style-type: none"> <li>All cards are constructed with a cutting-edge metallic design which utilizes patented technology</li> <li>Mastercard's highest tier "World Elite Mastercard" platform, available for the first time in Japan</li> </ul>		
Main Services	<ul style="list-style-type: none"> <li>Luxury Card Concierge™: Concierge services to meet the needs of all card members 24 hours a day/365 days a year regardless of whether they are in or outside Japan</li> <li>Up to triple points for points earned in Japan<sup>1</sup>; double points for points earned outside Japan</li> <li>Points earned can be converted to JAL or ANA miles without any exchange fees</li> <li>Access to the members' only international network "Luxury Lounge" (The first lounge is scheduled to open in New York on November 2016. Additional lounge locations around the world to follow)</li> <li>"VIP Hotel &amp; Travel Program": Room-upgrades and exclusive benefits available in over 3,000 hotels, resorts, Japanese-style hotels (<i>ryokan</i>) and other luxurious accommodation facilities.</li> </ul>		
Main Benefits	<ul style="list-style-type: none"> <li>Elite member status: Provision of the highest level of Hawaiian Miles, "Pualani Platinum Elite Member Status"<sup>2</sup>, "Leaders Club member" of the Leading Hotel of the World<sup>3</sup>, "Emerald Club Executive Status" of National Car Rental, and the highest level of the Shinsei Bank Step Up Program, the platinum stage.</li> <li>Travel support &amp; preferential treatment: Availability of "Priority Pass;" access to global airport lounges; free-of-charge luggage home-delivery service for international flights; "Elite Status Match" in global hotel chains and car rental companies<sup>2</sup>; travel and aircraft delay insurance; unauthorized credit card usage protection; etc.</li> <li>Dining support &amp; preferential treatment: Reservations at popular dining venues; free-of-charge course upgrades popular restaurants; members' only tasting events exclusive at luxury hotel bars and lounges; limousine services (available for certain meals); etc.<sup>1,2</sup></li> <li>Life style support &amp; preferential treatment: Reservations of first-class private golf courses within and without Japan; priority reservations of leading private fitness trainers; referrals to private medical institutions; priority entry (free-of-charge) to the National Art Center, Tokyo; etc.<sup>1,2</sup></li> <li>"Luxury Magazine," a members only magazine delivering content across a broad range of topics tailored to the affluent tastes of Luxury Card holders</li> </ul>		

<sup>1</sup> Eligibility for services and point return rate varies depending on the type of card.

<sup>2</sup> The level of service varies depending on the type of card.

<sup>3</sup> It is necessary to make a reservation and one-night stay in a member hotel of the Leading World Hotels.

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