

For Immediate Release

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

Initiative to offer insurance products using telemarketing

Tokyo (Monday, October 15, 2018) --- Shinsei Bank today announces that it starts to offer medical insurance products of Asahi Mutual Life Insurance Company (Chiyoda-ku, Tokyo; Representative Director: Hiroki Kimura) via telemarketing at its call centers.

This is one of the initiatives for customer channel restructuring and enhancing customer usability. This new telemarketing offering of insurance products also allows us to provide tailored proposals in a timely manner to the customers who cannot come to our branches frequently in addition to our consulting service at the physical branches.

Shinsei Bank is currently developing a new service system to enhance and integrate multiple customer channels including telemarketing, physical branch network and the internet. We will proactively empower customers to choose the best financial products and services according to their needs and lifestyles via the most appropriate channel.

End

Shinsei Bank is a leading diversified Japanese financial institution providing a various range of financial products and services to both institutional and individual customers. The Bank has a network of outlets throughout Japan and is committed in its pursuit of uncompromising levels of integrity and transparency in all of its activities in order to earn the trust of its 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/corporate/en/index.html>