

Revision of Business Organization

Tokyo, Monday, July 2, 2001 -- Shinsei Bank, Limited (' Shinsei Bank') announced the revision of its business organization, effective today, as follows.

(1) Revision related to the Retail Banking Group (RBG)

Shinsei Bank has started the new retail banking business since June 5, 2001. By revising the business organization related to the Retail Banking Group as below, Shinsei Bank aims to improve its service by expanding the Shinsei Financial Center function into other branches and to provide better retail services to customers.

- The Individual Banking Group was renamed the **Retail Banking Group (RBG)**. The **Retail Customer Sub-Group** and the **Retail Services Sub-Group** were established under the RBG.
- The Individual Banking Division was reorganized into three divisions by functions; the **Emerging Retail Division**, the **SFC Management Division**, and the **Retail Development Division**. In addition, other two divisions were newly established. One is the **Retail Bank Sub-Group**, which manages the business divisions and branches, and the other is the **Retail Planning Division**. These one sub-group and four divisions compose of the Retail Customer Sub-Group.
- Under the Retail Services Sub-Group, the **Retail Services Division**, the **Channel Management Division**, and the **Retail Technology Division** were newly established.
- The Head Office Individual Banking Business Division I and II were renamed the **Head Office Retail Banking Division** and the **Corporate Retail Sales Division**.
- The Individual Banking Business Divisions in Sapporo, Sendai, Kanazawa, Nagoya, Osaka, Hiroshima, Takamatsu, and Fukuoka were renamed the **Retail Banking Division** of each branch.
- The retail related administrative tasks in each of the Individual Banking Business Division and the Operations Services Division were shifted to the Retail Services Division.
- Businesses in the Telemarketing Division was moved to the Channel Management Division and the Telemarketing Division was abolished.
- The retail related business function in the Information Technology Division was moved to the Retail Technology Division.

(2) Move and name change of the Otemachi Branch to the Hibiya Branch

The Otemachi Branch was moved to Yuraku-cho, Chiyoda-ku, and renamed the **Hibiya Branch**.

The new branch became the second retail spot of the Shinsei Financial Center, which is Shinsei Bank' s new-style retail office. By centralizing administrative functions into the

head office, the new Hibiya Branch becomes a compact retail office concentrating on marketing. The new branch will provide various ranges of financial products and services to retail customers. Additionally, customers can use the ATM machines 24 hours a day 365 days a year.

In addition to customers who have used the Otemachi Branch, Shinsei Bank would like to invite new customers to the branch.

Location of Hibiya Branch:

8-1, Yurakucho 1-chome, Chiyoda-ku, Tokyo, 100-0006
(Hibiya Park Building 1st Floor)

(3) The establishment of the E-Commerce Division

To study and promote the E-commerce business, the **E-Commerce Division** was established.