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SBI Mortgage Maintains Top Spot in FLAT35 in H1

- ▶ SBI Mortgage's FLAT35 market share posts 26.4% and 20.8% in terms of application and execution respectively in FY2012 H1.
- ▶ Applications and executions rise 25.0% and 36.2% on a year-on-year basis.
- ▶ FLAT35 is Japan's major long-term fixed housing mortgage loan product.

<Oct. 17, 2012>SBI Mortgage has maintained the top spot in the FLAT35 market in the first half of the 2012 financial year (ending March), raising the odds of holding the market leadership for five consecutive years.

SBI Mortgage (CEO Noriaki Maruyama), Japan's leading mortgage lender, shared on the 17th that the company has attracted 13,503 FLAT35 applications and executed 8,350 cases in the first half of 2012. These records amount to 26.4% and 20.8% of total applications and executions respectively, demonstrating the company's leadership in the Japanese mortgage loan market.

SBI Mortgage saw its inbound FLAT35 applications jump 25.0% in the first half of 2012 from a year earlier. The company's executions have also risen 36.2% on a year-on-year basis. SBI Mortgage has sold 203 billion yen in terms of execution in that period, up 31.3% from the corresponding period of the previous year.

FLAT35 is a 35-year fixed rate housing mortgage loan program offered jointly by the Japan Housing Finance Agency and private financial institutions including mortgage banks. The program is one of Japan's most popular mortgage loan products.

SBI Mortgage has executed 4,891 cases in 2008, 9,614 cases in 2009, 14,057 cases in 2010, and 14,486 cases in 2011, which allowed it to maintain the top market ranking for four years in a row. The company has also processed 8,350 cases in the first half alone, which spurring expectations that it may post a record sales performance this year.

"SBI Mortgage is offering the lowest rate (1.88%) on FLAT35 compared to other financial service firms in Japan. Our 119 franchise branches across Japan also carry out localized marketing efforts to lead



the market," said SBI Mortgage CEO Noriaki Maruyama. "We have established a Korea-based subsidiary on October 4. We are planning an interim dividend payout as of September 30 and are continuing our efforts to protect Korean investors. Based on our growth in Japan, SBI Mortgage will become a reliable corporation in Korea," he said. <End>