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SBI Mortgage FLAT35 Executions from April to November Up 32.7% from a Year Earlier

- ▶ **SBI Mortgage receives 19,211 FLAT35 applications and executes 11,450 applications from April to November 2012**
- ▶ **Refinancings rise 136.9% to 1,533 between April and November 2012 on a year-on-year basis**
- ▶ **The record-low interest rate since the launch of FLAT35 is expected to raise demands for long-term fixed mortgage loans**

<December 13, 2012> SBI Mortgage (CEO Noriaki Maruyama), Japan's leading mortgage lender, announced on December 13th that the company has carried out 11,450 FLAT35 cases from April to November 2012, up 32.7% from a year earlier.

The lender also received 19,211 FLAT35 applications in the same period, up 26.5% from the corresponding period of the previous year. This sales growth pushed up the FLAT35 market share of SBI Mortgage from 12% last year to 21% this 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.

The company has cumulatively refinanced 11,533 adjustable-rate mortgage loans into fixed-rate products during the period April to November 2012, up 136.9% from 647 executions made in the same period of the previous year. SBI Mortgage projected that the refinancing boom would continuously spur the demand for FLAT35, Japan's leading long-term mortgage rate product.

"Although the rate discount program for FLAT35 expired at the end of October, we maintained our monthly application and execution records in November compared to the previous month," said SBI Mortgage CEO Noriaki Maruyama. "Our FLAT35 rate stands at 1.81% as of December, a record low since the launch of FLAT35. Growing refinancing demands and other factors are projected to further increase the demands for fixed rate products further. We will see more increases in FLAT35 sales," he explained.



"We are conducting various sales promotions and carrying out more aggressive marketing efforts to strengthen our leadership in the Japanese market in line with the ongoing refinancing boom," Maruyama added. "Thanks to our preemptive initiatives, we will be able to maintain our leadership in the FLAT35 market for five consecutive years in 2012." <End >