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SBI Mortgage Taps into Variable Rate Mortgage Lending Market

- ▶ **SBI Mortgage launches 'Freedom Housing Loan' on variable or short-term fixed rates**
- ▶ **SBI Mortgage offers comprehensive online services from application to authorization**
- ▶ **New products establish a complete mortgage loan lineup covering both long-term fixed rate products and variable rate products**

<January 17, 2013> SBI Mortgage launches new products to tap into the variable rate mortgage lending market.

SBI Mortgage (CEO Noriaki Maruyama), Japan's leading mortgage lender, announced on the 17th that the company has launched 'Freedom Housing Loan' on variable or short-term fixed rates.

'Freedom Housing Loan' packages feature a variety of options of variable rate and 3, 5, and 10-year fixed rates. The new products enabled SBI Mortgage to establish a complete mortgage loan lineup covering both long-term fixed rate products and variable rate products.

Through the 'Freedom Housing Loan' program, borrowers can complete the entire lending process from application to authorization using online systems only without visiting offices or mailing documents, which is the first innovative attempt made in Japan's mortgage lending market. It aims to simplify the process to offer better convenience to customers.

Customers are also able to extend their repayment duration through refinancing so that they can reschedule their repayment plans in line with their circumstances.

"The new variable rate product will attract the fast-growing demands for refinancing and help expand our customer base along with existing long-term fixed rate products such as FLAT35," said SBI Mortgage CEO Noriaki Maruyama. "It will increase the options for mortgage borrowers. It will also diversify the revenue sources and stabilize performances of SBI Mortgage."



SBI Mortgage has posted the largest sales of FLAT 35, Japan's most popular long-term fixed rate housing mortgage product, over the past four years. The company is also maintaining its lead in the financial year of 2012 (ending March). <End>