

Appendix : Financial Results for the Fiscal 2010



Profile



Basic information

Headquarters 1-6-1 Marunouchi Chiyoda-ku, Tokyo
 Major business lines ATM services / Other financial services

Key data

(end Mar.2011)

Net assets 114.5 billion yen
 Common stock 30.5 billion yen
 No. of ATMs 15,363
 No. of manned outlets 6
 No. of employees 328

Concept of incorporation: Everyone's ATM network

Anytime 24 hours, 365 days a year
Anywhere Throughout Japan
Everyone's ATM network Approx. 560 domestic alliance partners
Safe and secure Safe, monitored locations, high security

History

Apr. 2001 Incorporated under the name IY Bank Co., Ltd.
 Oct. 2005 Changed corporate name to Seven Bank, Ltd.
 Feb. 2008 Listed on the JASDAQ securities exchange

Major Shareholders (as of March 31, 2011)

Shareholders	# of Shares	% of voting
Seven-Eleven Japan	453,639	38.09
York-Benimaru	52,400	4.40
State Street Bank and Trust Company	51,617	4.33
Ito-Yokado	46,961	3.94
Life Foods	30,000	2.51
State Street Bank and Trust Company	28,883	2.42
Japan Trustee Services Bank, Ltd. (Trust account)	18,498	1.55
SAJAP	17,897	1.50
The Master Trust Bank of Japan ,Ltd (Trust account)	16,695	1.40
Sumitomo Mitsui Banking Corporation	15,000	1.25
Dai-ichi Mutual Life Insurance	15,000	1.25

Shareholders	# of Shares	% of voting
7&i HD group companies	583,000	48.95
Financial institutions	174,336	14.63
Financial companies	5,875	0.49
Other corporations	72,609	6.09
Foreign corporations	250,236	21.01
Individuals	104,824	8.80

Notes:

- 1) For voting rights percentages, amounts have been truncated at the second decimal place
- 2) Orange shading indicates 7&i HD group companies.
- 3) Other corporations excludes 7&i HD group companies

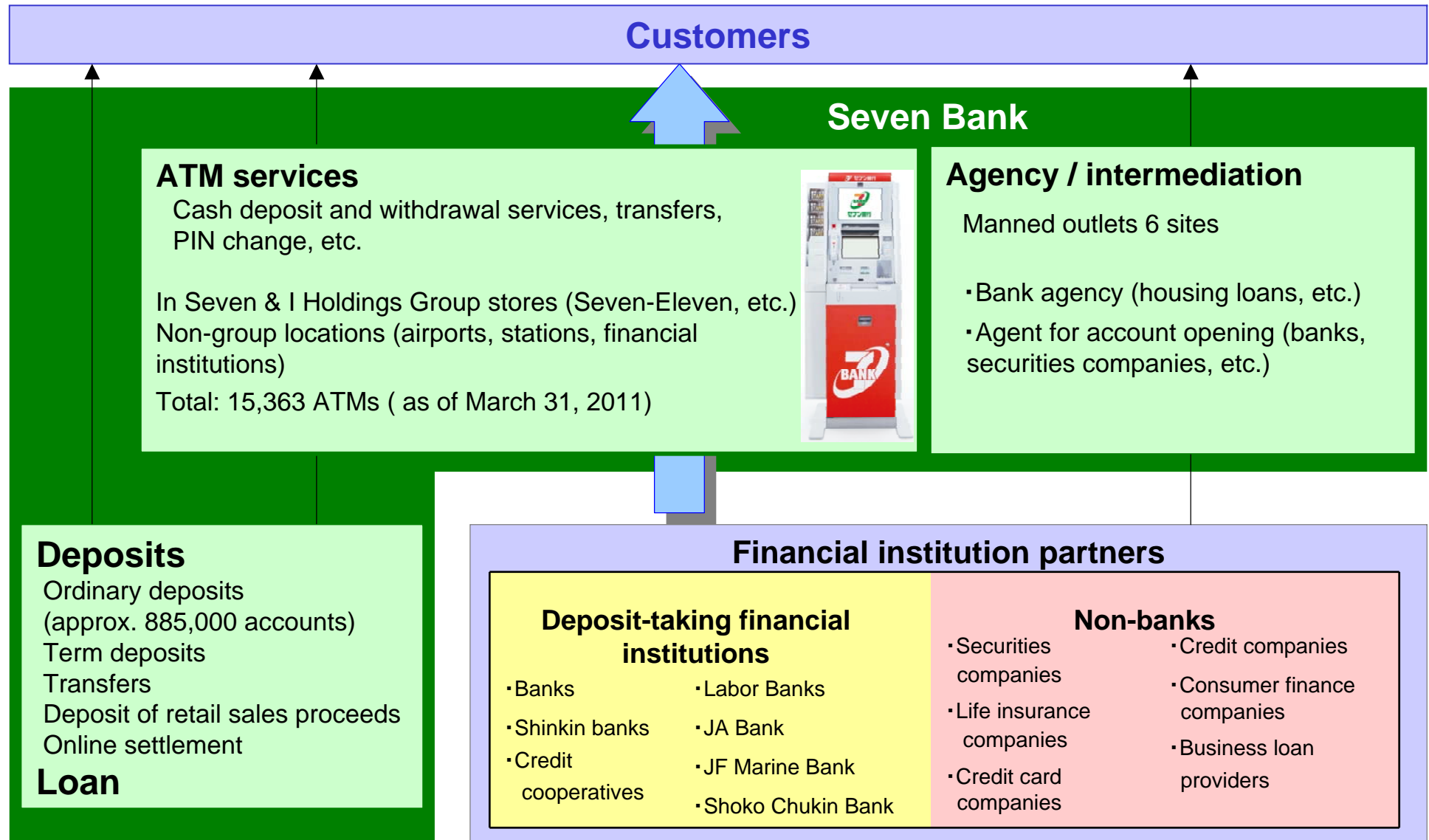
Trends in income (since establishment)



Unit: billion yen

	FY01	FY02	FY03	FY04	FY05	FY06	FY07	FY08	FY09	FY10
Ordinary income	1.9	11.5	29.1	47.9	64.6	75.4	83.6	89.8	88.8	83.9
ATM-related fee income	1.8	11.3	28.9	45.8	61.9	73.1	80.1	85.5	85.2	80.5
Ordinary expenses	14.0	19.7	26.0	37.8	45.2	50.4	59.0	61.0	58.4	56.5
Interest expenses	0.0	0.0	0.0	0.4	0.6	1.5	2.7	2.7	2.1	2.0
ATM placement fee expenses	0.3	1.1	2.2	3.5	4.5	6.1	7.7	8.5	9.0	9.3
Outsourcing expenses	5.1	7.0	8.5	12.0	14.4	13.7	13.7	13.9	13.9	14.2
Maintenance fees	0.3	0.8	1.1	3.0	2.5	2.9	3.4	3.5	3.5	3.9
Rent for premises and equipment	2.0	3.4	4.6	6.3	7.5	6.7	4.7	2.8	2.4	2.1
Depreciation expenses	1.6	2.6	3.1	3.5	4.3	5.4	11.4	15.4	12.8	11.6
Ordinary profit	-12.1	-8.1	3.0	10.0	19.4	25.0	24.6	28.7	30.4	27.4
Extraordinary loss	0.0	0.0	-0.1	-0.1	-2.8	-4.0	-1.3	-0.0	-0.1	-0.4
Income taxes	0.0	0.0	-2.1	-0.9	6.0	8.3	9.5	11.7	12.3	10.9
Net income	-12.1	-8.1	5.0	10.8	10.5	12.6	13.8	16.9	17.9	16.0

Notes: Amount less than unit have been truncated.



A business model that delights customers and alliance partners



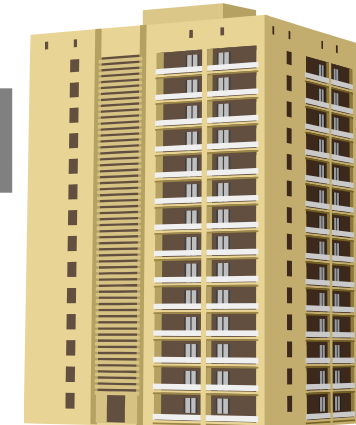
Customer of 'A' Bank



'A' Bank screen



'A' Bank



ATM usage fees

ATM transaction fees
(decided by account-holding bank)

Merits to customer (user)

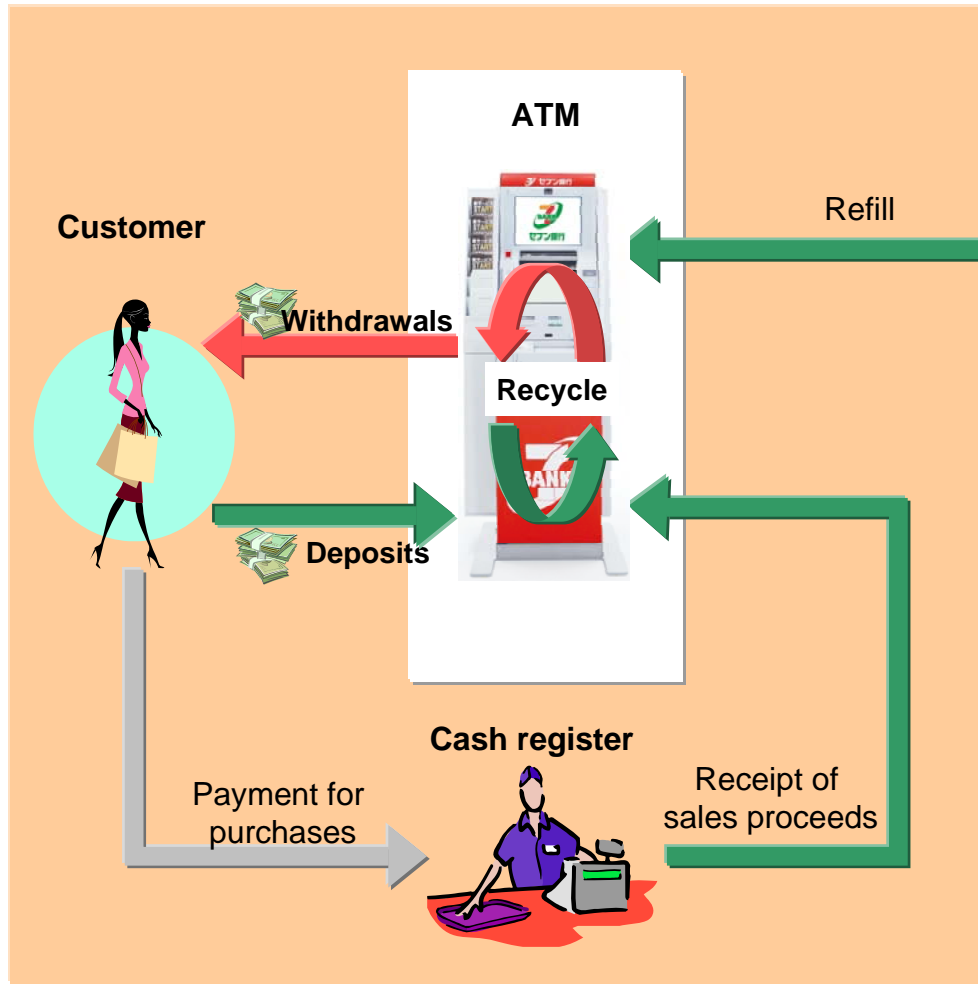
- **Convenience of ATM service hours and locations**
 - 24 x 365 availability
 - No need to carry large sums of cash for business or leisure trips
 - Access to identical services from any ATM nationwide (because of ATM management by a single bank)
- **Safety and security**
 - Security due to installation in convenience stores

Merits to ATM alliance partner (financial institution)

- **Access to nationwide network of ATMs operating 24 x 365 without the cost required for own ATMS**
- **Utilization as own ATMs**
 - Each bank decides its own customer fees
 - Screens identical to banks' own ATMs
- **Scaling back of own ATMs (cost reduction), marketing strategy that utilizes Seven Bank ATMs**

Pursuing operational efficiency

Sales proceeds managed with ATMs



Reduction in cash replenishment costs

Increase in efficiency

Shift to more efficient 3GATMs from FY11

- The 3G ATM's note-handling capacity is increased by increasing the number of cash cassettes, which will reduce guarded cash replenishment costs.
- This will also enable more flexible cassette management by location and help prevent ATMs from running out of cash.

A secure and easy-to-use ATM



1. Designed for privacy and security

Keypad: Input of personal identification number hidden by users hand

Touch screen: Customer transaction details cannot be seen by someone standing diagonally behind

2. Advanced security system

A security camera captures images during transactions

Triple DES encryption protects information from interception

3. Compatible with IC cards

4. PIN and daily withdrawal limits can be changed

5. Screen also used for ads and warnings

6. Displays the user interface of each correspondent financial institution

When the customer inserts their bank card the familiar user interface of their own financial institution is displayed



7. Can charge electronic money cards



8. Overseas-issued cards can be used

Customers can withdraw Yen using an overseas-issued cash card or credit card



9. Accessible for vision-impaired customers

Equipped with audio guidance services via interphone to provide accessibility to vision-impaired customers

10. Ability to print legally required loan receipts

Customers can print loan receipts from correspondent financial institutions as required by law



◆ Shorter transaction times

- The 3G ATM reduces the present transaction time to two third.

Significantly reduce waiting time until the start of the next transaction

◆ Environmental considerations

<Main power-saving features>

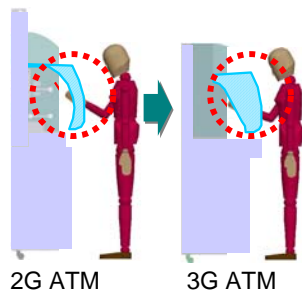
- Always switches automatically to energy-saving mode when not in use
- LED-backlit main transaction screen and second display

<Efficient use of resources>

- Use of long-life parts and recyclable materials make the new model resource efficient.(RoHS compliant)

◆ Enhanced safety and security features

- 1) The 3G ATM unit's height has been lowered results in a more compact ATM



Changed input screen position and angle. Increased by 2-fold the area obscured from others' view by the shields on the left and right sides of the ATM



The intercom handset and input keypad have been lowered, making it easier for wheelchair-bound customers to use the ATM

- 2) Additional features to enhance ATM safety

◆ Camera at top of unit

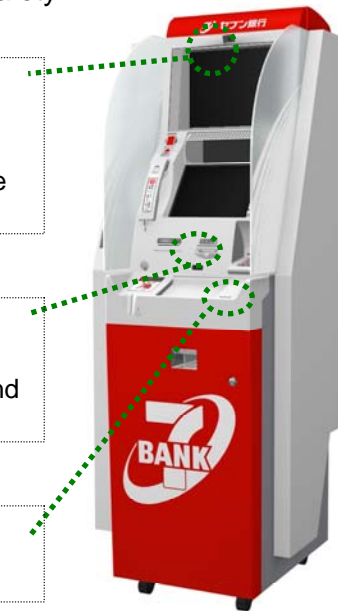
The camera records events when users forget to retrieve their ATM card or cash, when other alerts are triggered, thus enhancing user security and security in the ATM's vicinity.

◆ Forget-me-not alert sensor

If the sensor detects a user moving away from the ATM without first retrieving the ATM card or cash, a voiced alert will remind the user not to leave these items behind.

◆ Addition of second built-in speaker

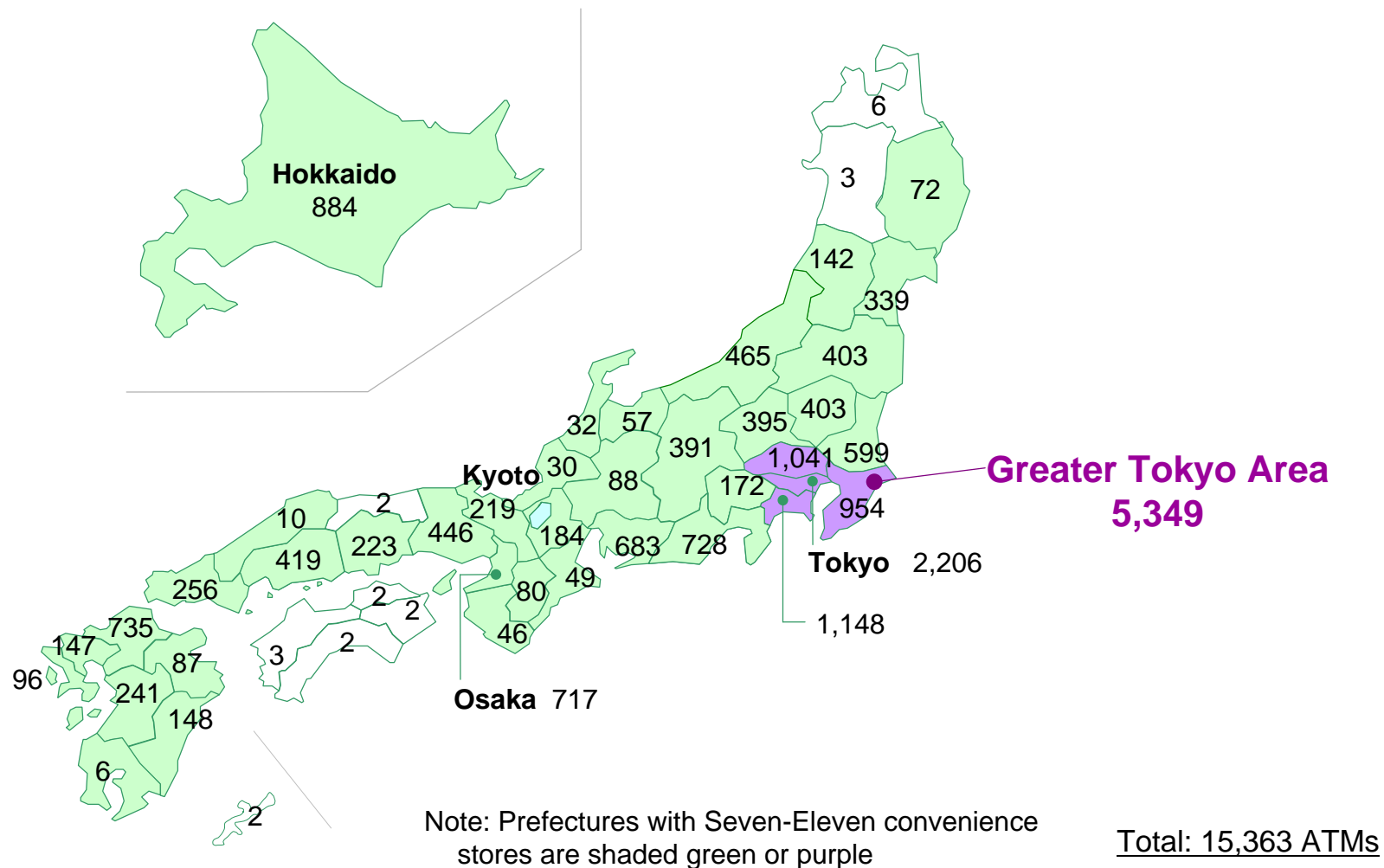
A speaker has been added near the cash outlet to provide an extra reminder not to leave items behind.



Extensive nationwide ATM network



No. of ATMs by prefecture
(As of March 31, 2011)



Trends in the number of correspondent companies



(Number of correspondent companies)

	FY01	FY02	FY03	FY04	FY05	FY06	FY07	FY08	FY09	FY10
Banks	7	15	27	50	63	80	92	95	97	100
Major banks	3	5	5	5	4	5	5	5	5	5
Regional banks	3	9	19	41	54	69	76	77	79	81
Other banks	1	1	3	4	5	6	11	13	13	14
"Shinkin" banks	-	-	240	241	255	263	260	264	258	262
Credit cooperatives	-	-	-	117	122	124	122	127	127	129
Labor banks	-	-	-	13	13	13	13	13	13	13
JA Bank	-	-	-	-	1	1	1	1	1	1
JF Marine Bank	-	-	-	-	1	1	1	1	1	1
Shoko Chukin Bank	-	-	-	-	-	-	-	-	1	1
Securities firms	2	2	2	2	5	8	8	8	8	9
Life insurance firms	-	4	5	5	6	8	8	8	8	8
Other financial institutions (Consumer finance, credit card companies, etc.)	-	27	35	41	47	50	49	49	41	43
Total	9	48	309	469	513	548	554	566	555	567

Note 1. Seven Bank is not included among the correspondent companies.

2. Japan Post Bank, which was privatized and separated in October 2007, is included among 'Other banks'.

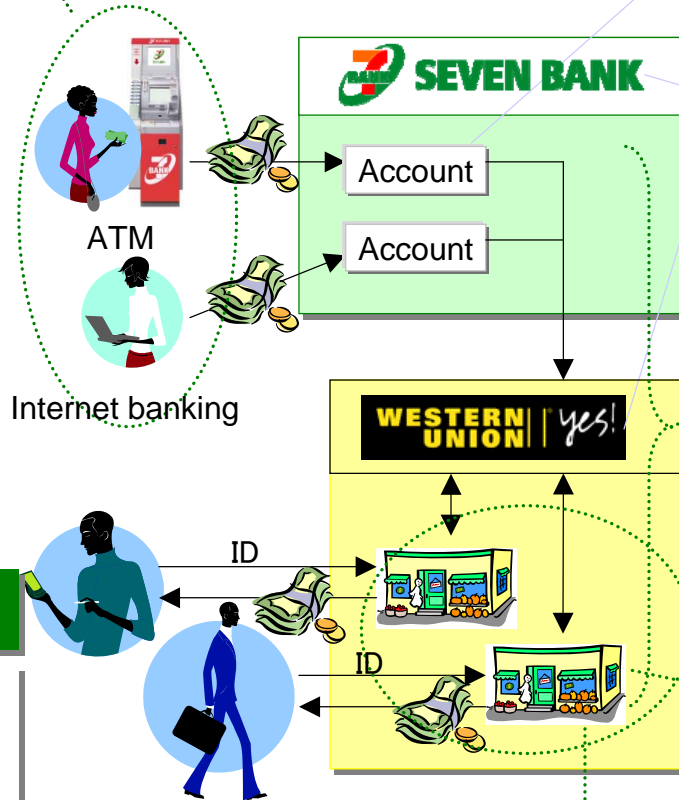
3. JA Bank and JF Marine Bank are each counted as one institution.

International money transfer service overview



Service via around 15,000 ATMs and Internet banking
→ Can send money from anywhere 24 hours a day

- Strict customer due diligence when accounts opened
- Recipient also registers in advance
- Can send money 7 days 24 hours
- ATMs located in Seven-Eleven stores, Nomura Securities branches, etc., throughout Japan. Easy access in rural areas also



Strict anti money laundering checks

- Close monitoring for suspicious transactions activity etc. Immediately reported to authorities if discovered

Financial soundness

- Financial soundness provides peace of mind in the rare event that the money transfer does not reach recipient
<Credit rating>
Seven Bank AA- (S&P)
Western Union A- (S&P)

Transfer completed in a few minutes (funds available)

- Funds available in a matter of minutes once transfer complete

Transfer charge

-Up to ¥ 10,000	¥ 990
-¥ 10,001 – ¥ 50,000	¥1,500
-¥50,000 – ¥100,000	¥2,000

In general, additional fees will not be charged upon receipt of the funds.

Recipients do not need a bank account

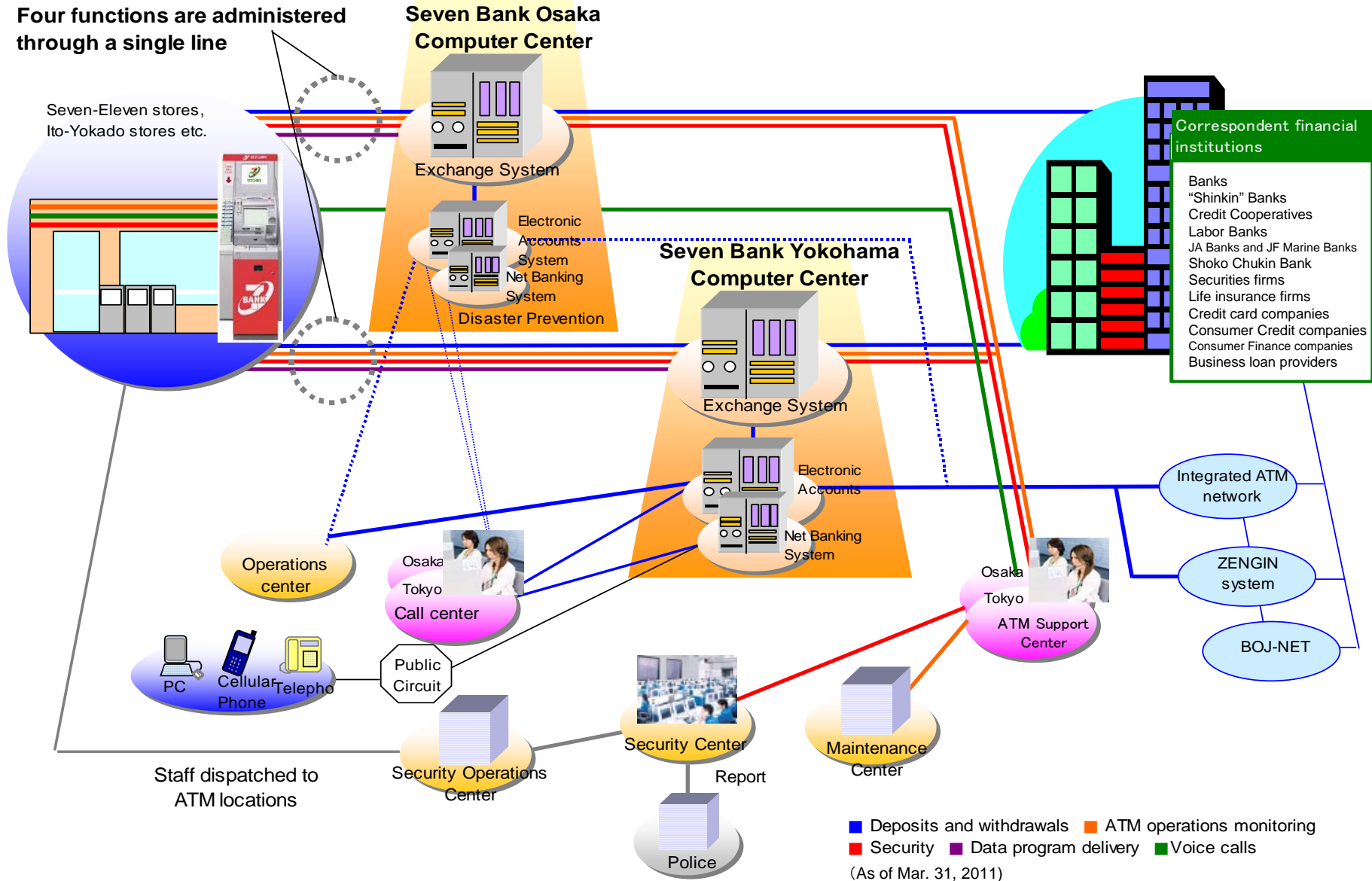
- ID checked with personal ID documents approved under local law. Funds paid out in cash, so bank account not necessary

Money can be received at approx. 400,000 agencies in around 200 countries and territories worldwide

- Money can be sent to most countries and territories worldwide, excluding countries with a high risk of money laundering transfers

Safety and security supported by solid infrastructure

Four functions are administered through a single line



Corporate Principles

1. We aspire to be a sincere company that is trusted by its customers.
2. We aspire to be a sincere company that is trusted by its shareholders, business partners and society.
3. We aspire to be a sincere company that is trusted by its employees.

Management Policy

1. Our aim is to be a trusted bank that fully answers customer needs.
2. Each employee will seek to speedily introduce the benefits of technical innovation and pursue personal enhancement.
3. We will contribute to the stability of Japan's financial system by providing a secure and efficient settlement infrastructure.

Charter of Ethics (abridged)

This ethical charter represents the cornerstone of the standards to which we will conform in making the decisions involved in the management of our business.

1. Be fully aware of the public nature and social responsibilities of a bank.
2. Provide highly convenient, customer-focused services, matched to current needs.
3. Act with integrity and fairness.
4. Communicate with society.
5. Have respect for humanity.

Compliance standards

1. Observe rules.
2. Keep promises.
3. Be truthful.
4. Don't conceal the truth.
5. Protect confidentiality.
6. Do not offend others.
7. Do not mix public and private matters.
8. Combat corruption.
9. Remember the basics of service.
10. Be responsible for your own actions.