# Financial Results for FY2007 Financial Outlook for FY2008 And Future Growth Strategies

July 2008





# Financial Results Overview for FY2007 and Financial Outlook FY2008 P1~P9

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These presentation materials contain future statements concerning forecasts, expectations, goals and plans related to the financial results of Seven Bank, Ltd. ("Seven Bank"). Except for the concrete historical facts, they came from the forecasts based on the information available when they were written. As such, these forward-looking statements may contain some premises (assumptions). These statements and premises (assumptions) are subjective and subject to various risks and uncertainties including. As a result of such risks and uncertainties, the actual financial results of Seven Bank may vary substantially from these forecasts and expectations. Such risks and uncertainties include, but are not limited to, system failures, disasters, crimes and other various risks surrounding ATM and financial service businesses. Any information of these materials, of which is other than Seven Bank, is based on the open information and we have not validate the accuracy and appropriateness of the information and will not ensure it. All rights reserved.

## **Corporate Overview**



Basic	Headquarters 1-6-1 Marunou		uchi Chiyoda-ku, Tokyo	
Information	Major business lines	ATM services / (	Other financial services	
Key data	Net assets (as of Mar. 31	, 08)	88.9 bn yen	
	Capital stock (as of Mar.	31, 08)	30.5 bn yen	
	Ordinary profit (for FYE	Mar. 08)	24.6 bn yen	
	Net income (for FYE Mar	let income (for FYE Mar. 08)		
	No. of ATMs (as of Mar. 3	No. of ATMs (as of Mar. 31, 08)		
	No. of manned outlets (a	No. of manned outlets (as of Mar. 31, 08)		
	No. of employees (as of	Mar. 31, 08)	290	
Management (full-time)	President, Representativ CEO	ve Director &	Takashi Anzai	
	Director & Sr. Managing Officer	Executive	Masatoshi Wakasugi	
	Director & Managing Exe	Toshiaki Ikeda		
	Director & Managing Exe	ecutive Officer	Kensuke Futagoishi	
	Director & Operating Of	ficer	Yasuaki Funatake	

### Concept of Incorporation

Incorporated under the concept of "Everyone's ATM" to provide contemporary financial services that meet the needs of our customers

#### History

istor y	
Apr. 2001	Incorporated under the name IY Bank Co., Ltd. (Capital stock: 20.205 billion yen)
May. 2001	Commenced business (accepting applications for deposit accounts and ATM service)
Jun. 2001	Began offering electronic remittance services through ATMs
Aug. 2001	1st third party allocation of new shares (10.6 billion yen)
Mar. 2002	2nd third party allocation of new shares (30.195 billion yen)
Apr. 2005	Opened first manned outlet
Oct. 2006	Changed corporate name to Seven Bank, Ltd.
Sep. 2006	Transferred half of capital to capital appropriation (Capital 30.5 billion yen)
Jun. 2007	Declared and paid the first dividend; Began installing ATMs at locations outside the Seven & i Group
Feb. 2008	Listed on the JASDAQ securities exchange

### **Major Shareholders**

Shareholders	# of shares	% of voting rights	
Seven-Eleven Japan	303,639	24.88	→
Ito-Yokado	196,961	16.14	
The Master Trust Bank of Japan(trust account)	75,370	6.17	7 & i Group-related companies
Japan Trustee Service Bank (trust account)	53,525	4.38	583,000shares % of voting rights : 47.78%
York-Benimaru	52,400	4.29	% of voting rights: 47.78%
Life Foods	30,000	2.45	<b>_</b>
Goldman Sachs International	23,428	1.92	
Bank of Tokyo-Mitsubishi UFJ	20,000	1.63	Note: Voting rights percentages, amounts less than one one-
Sumitomo Mitsi Banking Corporation	15,000	1.22	hundredth of one percent have been truncated Orange shading indicates Seven & i HD -related companie
Resona Bank	15,000	1.22	
Dai-ichi Mutual Life Insurance	15,000	1.22	
Dai-ichi Mutual Life Insurance	15,000	1.22	



Unit billion ven

Ordinary income	Y01 1.9 1.8	FY02 11.5	FY03 29.1	FY04	FY05	FY06	FY07	Estimates	FY08 (Estimates)
		11.5	20 1						
	1.8		27.1	47.9	64.6	75.4	83.6	83.4	89.2
ATM-related fee income		11.3	28.9	45.8	61.9	73.1	80.1	79.9	85.6
Ordinary expense	14.0	19.7	26.0	37.8	45.2	50.4	59.0	60.0	63.9
Interest expense	0.0	0.0	0.0	0.4	0.6	1.5	2.7	2.8	2.9
ATM placement fee expenses	0.3	1.1	2.2	3.5	4.5	6.1	7.7	7.5	8.4
Outsourcing expense	5.1	7.0	8.5	12.0	14.4	13.7	13.7	14.0	14.0
Rent for premises and equipment	2.0	3.4	4.6	6.3	7.5	6.7	4.7	4.7	2.8
Depreciation expense	1.6	2.6	3.1	3.5	4.3	5.4	11.4	) 11.4	15.9
Ordinary profit	12.1	▲ 8.1	3.0	10.0	19.4	25.0	24.6	23.3	25.3
Extraordinary gain (loss)	0.0	0.0	▲ 0.1	▲ 0.1	<b>▲</b> 2.8	<b>▲</b> 4.0	<b>▲</b> 1.3	▲ 1.2	0.0
Income taxes	0.0	0.0	<b>▲</b> 2.1	▲ 0.9	6.0	8.3	9.5	9.0	10.2
Net Income	12.1	▲ 8.1	5.0	10.8	10.5	12.6	13.8	13.1	14.9
EBITDA		—	6.1	13.6	23.7	30.4	36.1	34.7	41.2
EBITDA margin		—	21.1%	28.5%	36.7%	40.3%	43.2%	41.6%	46.1%

Note1. Amounts less than one unit have been truncated

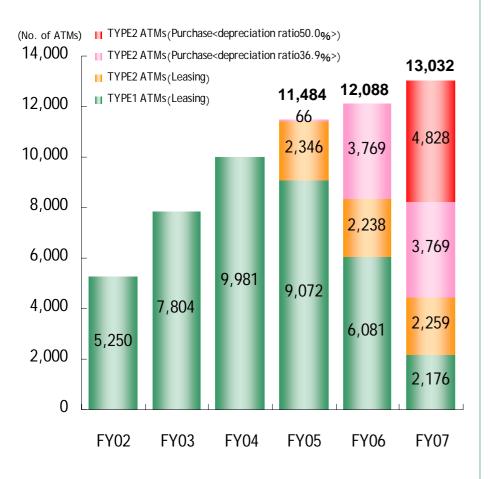
Note2. Other fees and commissions income is presented as ATM-related fee income for FY01,02 and FY03

Note3. EBITDA = ordinary profit + depreciation expenses, EBITADA margin = EBITDA ÷ ordinary income

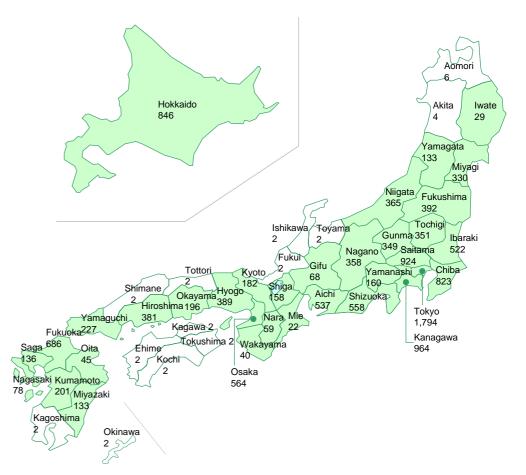
## **Our ATM Network**



### No. of installed ATMs



No. of ATMs installed per prefecture (As of Mar. 31, 2008)

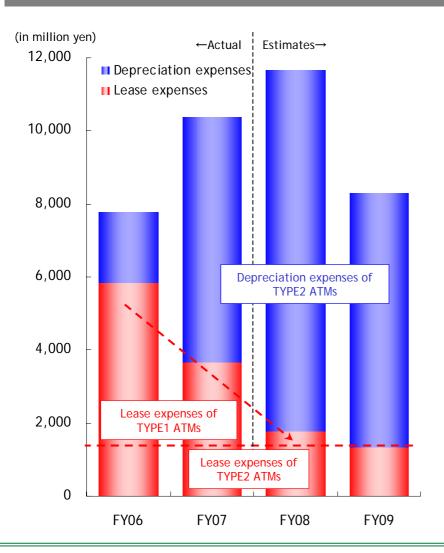


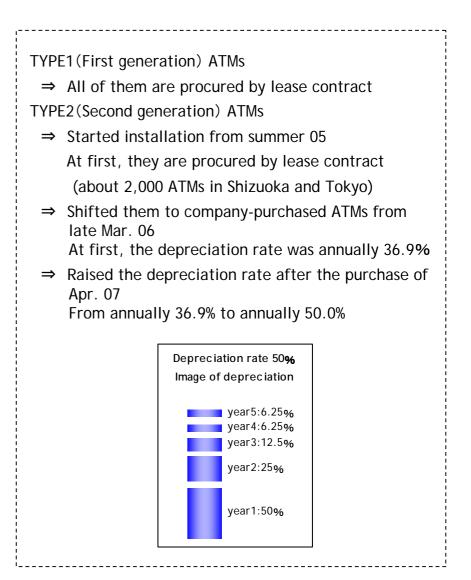
Note:

Prefectures with Seven-Eleven Japan convenience stores are shaded in green



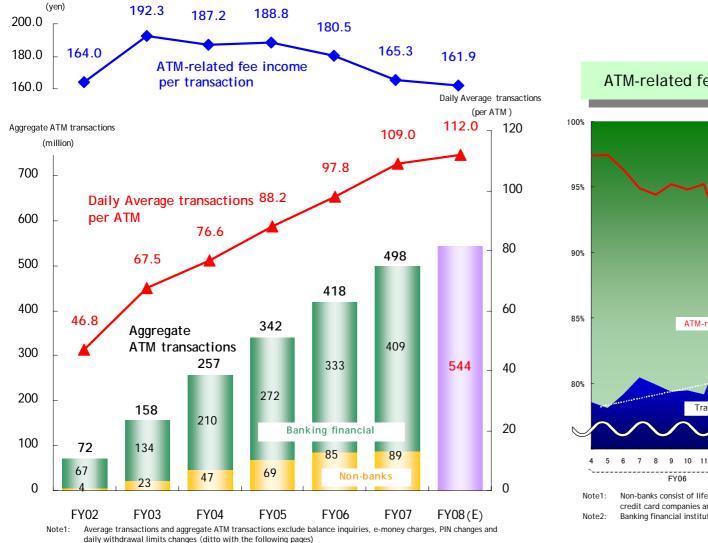
#### ATM depreciation expenses and lease expenses





## Transaction Volume and Unit ATM-related Fee Income

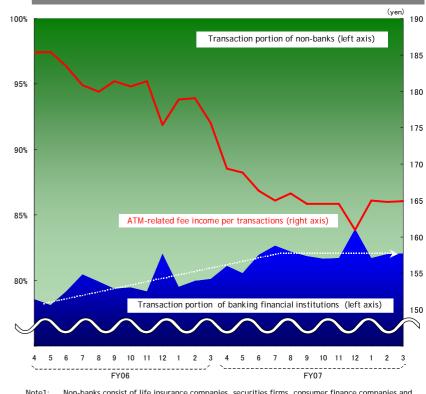




Note2: Truncate aggregate ATM transactions to the one unit, truncate average ATM transactions and unit ATM-related fee income to one decimal places

Note3: Unit ATM-related fee income is calculated by dividing ATM-related fee income by Aggregated ATM transactions minus transactions without fee (such as overnight deposit)

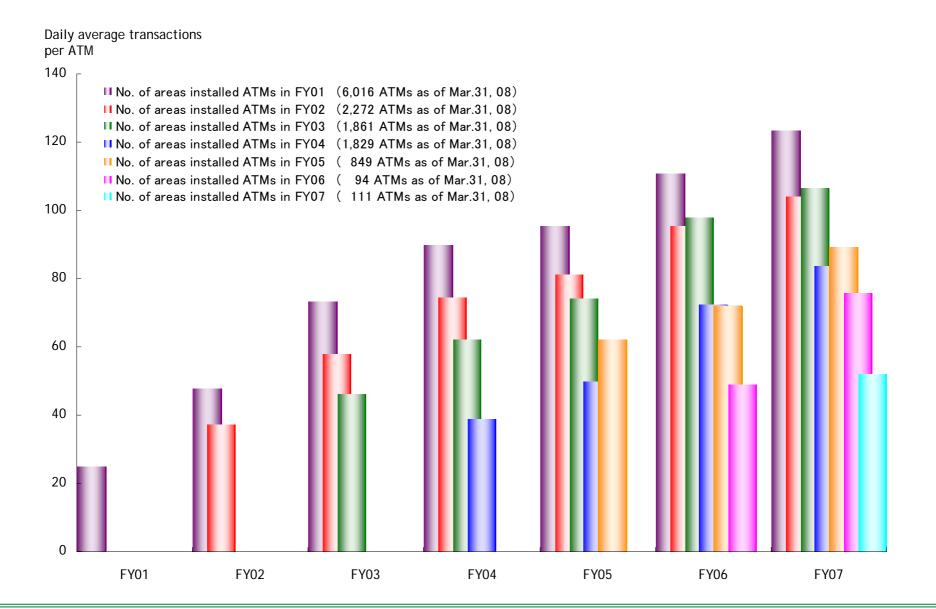
ATM-related fee income gradually calming down



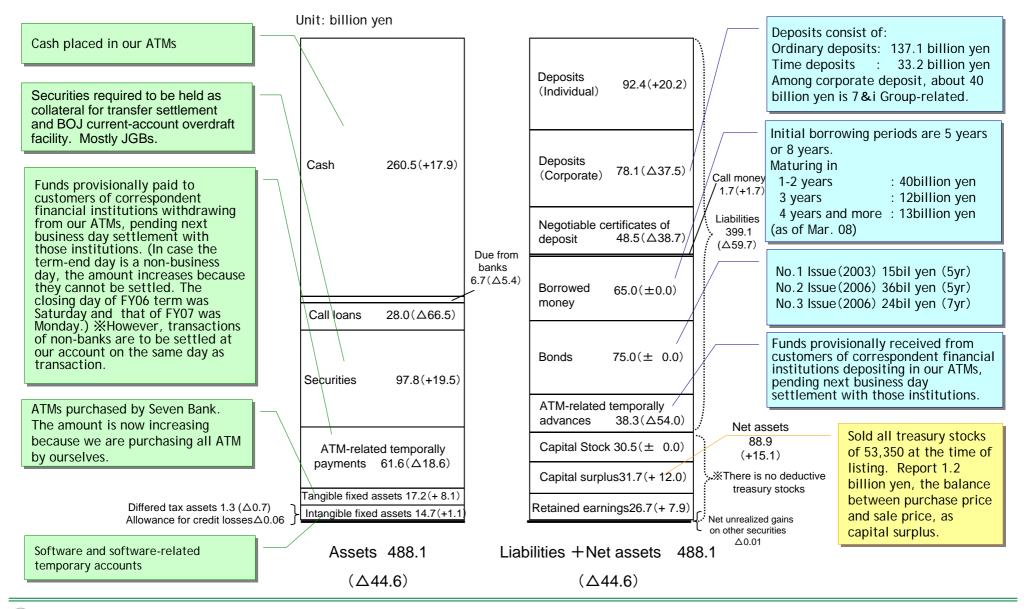
te1: Non-banks consist of life insurance companies, securities firms, consumer finance companies and credit card companies and others

Note2: Banking financial institutions include "Shinkin" bank and credit unions as well as banks

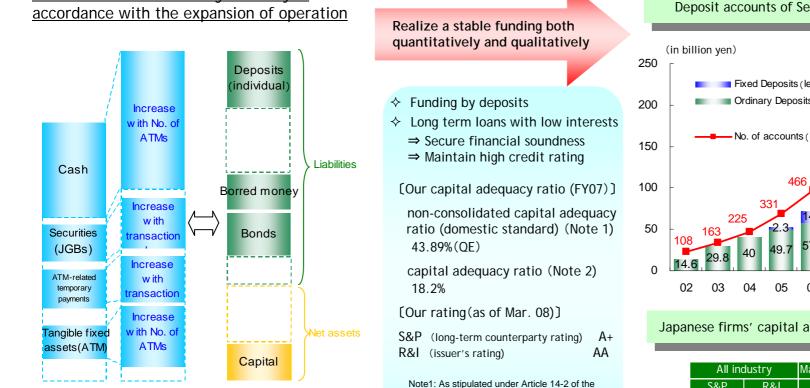












### Existing debts and bonds will be paid accordingly

Total assets are increasing naturally in

[Payment term and amount of existing debts and bonds] (Unity billion yon)

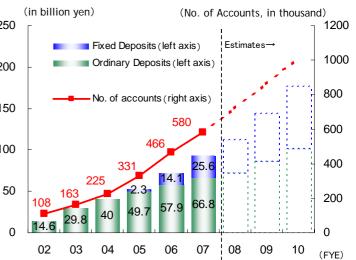
	FY08	FY09		FY	10	After	
	2nd half	1st half	2nd half	1st half	2nd half	FY11	
Borrowed money	5.0	25.0	10.0	0.0	12.0	13.0	
Bonds	15.0	0.0	0.0	0.0	0.0	60.0	

Note1: As stipulated under Article 14-2 of the Bank Law, calculate under the standard (FSA Announcement No.19 in 2006) if a bank's self funds is fulfilled appropriately compared to the securing capitals

Note2: Calculated by dividing total net assets (term-end) by total assets (term-end)

Target dividend payout ratio 35% Plan to start mid-term dividend from FY08

#### Deposit accounts of Seven Bank



#### Japanese firms' capital adequacy ratio by credit ratings

	All inc	lustry	Manufactual industry		Manufactual industry Non-		Non-manufac	tual industry
	S&P	R&I	S&P	R&I	S&P	R&I		
	96	406	62	266	34	140		
AA	52.5	42.4	56.7	43.5	43.2	39.7		
Α	34.7	35.8	35.9	36.9	30.8	33.0		
BBB	28.4	26.1	30.0	29.8	24.2	21.6		
BB	19.6	16.7	24.7	16.5	13.0	16.8		

Note1. As of the end of Mar. 08, and FY06 for financial ratios

- All credit rating given companies, not including financial institutions, charitable Note2 companies, NTT, trading companies
- Exclude AAA rating companies due to the deep reflection of each companies Note3. because no, of target companies is few
- Include +.-ratings Note4
- Note5. Calculated by dividing total net assets (term-end) by total assets (term-end

## **New Services and Measures**



Usage of credit cards and cash cards issued outside of Japan (from Jul. 07)

• Withdrawal of Japanese yen from our ATMs using cash cards and credit cards issued outside of Japan



#### Electronic money charging services (from Sep. 07)

- Initiating services for charging e-money "nanaco" at second generation ATMs
- Potential future introduction of charging services for other types of e-money



Accessibility for vision-impaired customers(from Nov. 07) - Audio guidance of transactions via intercom telephone

- "Shinkin" Banks, Credit Unions, Labor Banks, JA/JF, securities companies (from Apr.08), Japan Post Bank (from May 08)
  - Those expansions enable to offer the service to customers of totally 500 correspondent financial institutions

PIN and daily withdrawal limits change service (from July 07) Expansion of alliance in IC card service

- Correspondent financial institutions which had been introduced PIN and daily withdrawal limits change service :6 banks and securities company
- Correspondent financial institutions which had been introduced IC cards: 56 banks and "Shinkin" Banks, Credit Unions, Labor Banks, JA/JF

# Investment trust search service (from April 08)

Conformity to Moneylending Control Law (from Dec. 2007\*)

- Launch Japan-top investment trust search service ("Quick Searching for Your Best Funds")
- Visitors can easily search and compare 500 and more brands of investment trust funds offered by multiple agents



Printing receipts including

Moneylending Control Law

contents required in

Basic response started in Sep. 2006

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- Focus on further expansion of ATM services and establish a solid foundation as the Japan's best ATM service provider in terms of both quantity and quality.
  - ➤ Expand to a 16,000 ATM-network in 3 years.
  - 1,600 ATMs will be installed outside of Seven & i Group, including installation of our ATMs in locations operated by other financial institutions.
- Establish the integration of financial retail services business, such as agency and brokerage services for customers using manned outlets and money site.
- Maintain current ROA level and plan to increase profits steadily to achieve 30 billion yen of ordinary profit and 18 billion yen of net income.



Continuing growth in Seven & i Group

Increasing ATMs with the 3 business development strategies

Aggressive expansion to the outside of Seven & i Group

- airports, stations and hotels etc with high customer traffic

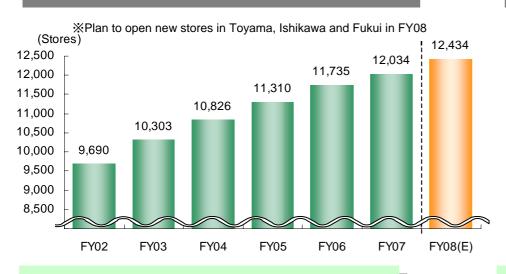
Installation of our ATMs in location operated by other financial institutions

Assure competitiveness by improving operational efficiency and ATM functionality

Expand safe-keeping deposit services
 Enhance clients' convenience by making the full use of ATM functions



#### No. of Seven-Eleven Japan stores (as of every end of Feb)



No. of ATMs installed within the Seven & i Group

	No. of Stores	No. of ATM installed stores
Sogo	12	0
Seibu Department	16	1
York-Benimaru	150	14
York Mart	60	22
The Garden Jiyugaoka	18	0
Loft	47	0
Akachan Honpo	66	0

Note: Figures do not include Seven-Eleven Japan, Ito-Yokado, and Denny's No. of stores and no. of ATM-installed stores as of Mar. 31, 2008

#### Transaction distribution of ATMs installed in Seven-Eleven stores

	Mar.08 average transaction per day		Mar.08 transaction of peak day		
	No. of Stores Share(%)		No. of Stores	Share(%)	
over 500	9	0.1	53	0.4	
over 400~500	14	0.1	132	1.1	
over 300~400	67	0.5	653	5.3	
over 200~300	528	4.3	3,039	24.6	
over 100~200	6,035	48.8	6,800	55.1	
over 70~100	3,679	29.8	1,196	9.7	
over 40~70	1,871	15.1	424	3.4	
less 40	160	1.3	38	0.3	

Note: Regarding a store installed second ATMs, counted as one ATM

#### Transaction volume in Seven-Eleven stores installed multiple ATMs

Surveyed 77 stores which installed additional ATMs in the first half of FY07

 No. of stores installed additional ATMs has increased to 205 in FY07 and reached to 331 stores as of Mar.31,2008

Multip	No. of stores	/y of average transaction olume per day per store in FY08
(in	3	over 50%
All sto	4	ovre40%~50%
(in	6	over 30%~40%
	10	over 20%~30%
*Compare additiona	27	over 10%~20%
installati	18	over 0%~10%
	9	less 0%

Multiple ATM install	led stores
	$245.3 \Rightarrow 287.5$ transactions
(increased to a	42.2 transactions, up 17.2%)
All stores (increased to	$101.9 \Rightarrow 110.3 \text{ transactions}$ 8.4 transactions, up 8.3%)

"Compared average transaction volume per store per day before the additional installation in March 07 with the counterpart after the additional installation in March 08 (i.e. totally two ATMs).



### Strengths of Seven Bank's ATM

- Make good use of Seven bank's ATMs as though they are their own ATMs
  - $\Rightarrow$  Easy to make a business strategies
    - $\sim\,$  Set ATM transaction fees according to their own business strategies
    - $\thicksim$  Provide benefits of their own point programs to users of our  ${\rm ATMs}$
    - $\sim\,$  Secure provision of the same user interface (screen design) as their own ATMs
  - ⇒ For ATM users, they can use the same familiar user interface (screen design) as at their home financial institution through our nationwide ATM network
- Cost-competitiveness by our scale merit
  - ⇒ Correspondent financial institutions can reduce cost of ATMs by outsourcing and allocate its management recourses to strategic businesses
- Excellent functionality of ATMs
  - ⇒ Correspondent financial institutions can always enjoy the latest sophisticated features of ATMs
    - ∼ Compatible with cards issued overseas and IC cards, ability to change PIN and daily withdrawal limits via ATMs
- High level security
  - $\Rightarrow$  Free from continuous charge of development of new features
  - ⇒ Enhance customer's trust in ATMs
    - High level encryption of transaction, technology to prevent the use of stolen bills and centralized storage of transaction journal

## Installation in locations operated by other financial institutions

### [Nomura Securities]

Installed ATMs in all the retail branches (from Jun. 07)

#### [Woori Bank]

Installed ATMs in the Tokyo branch (from Mar. 08)

[Nikko Cordial Securities]

Installed ATMs in certain retail branches (from May 08)

[Shinsei Bank]

Installed ATMs in[ certain unmanned ATM locations (from Summer 08)

(Ref.) No. of ATM/CD by business categories

(ac of Son 07)

	(as of Sep. 07)
Megabanks	24,241
Regional Banks	47,732
Trust Banks	564
Long term trust/"Shochu"	469
"Shinkin" Banks	19,704
Credit Unions	2,316
JA & JF Banks	12,922
Labor Banks	2,123
Japan Post Bank	26,103
ATMs installed in CVS	29,478
Seven bank	12,548
E-net	7,700
Lans	5,392
Others	3,838
Total	165,652

Data: Japanese Bankers Association, Japan Post Office and company HPs Note: Figures of Japan Post Bank are as of the end of Mar. 07



#### Purpose

- Meet public demand and needs
- Maintain high transaction volumes by installing in locations with high customer traffic
- Fill in the gaps among Seven & i Group stores to improve ATM network density, thereby improving total efficiency
  - ⇒ Comprehensive consideration of factors such as profitability, operational efficiency and security
  - ⇒ Install ATMs in airports, stations, hotels, resorts, hospitals, rest-areas and corporations etc

[Monthly average transaction volume per day per ATM]

	Dec. 07	Jan. 08	Feb. 08	Mar. 08
New Chitose Airport	224.6	223.4	234.0	211.1
Narita Airport	95.8	91.1	108.9	111.9
Rusutsu Resort	39.5	47.1	59.0	51.3
JR Tokyo Station		—	—	242.3

Note: Figures of Narita Airport are based on the average of 4 ATMs in Terminal 1&2

[Installation records in FY07] ✓ Airports Narita Airport Terminal 1 & 2, Haneda Airport International Terminal New Chitose Airport Fukuoka Airport International Terminal 1 JR Tokyo Station (Yaesu Shopping Mall Ichibangai)  $\nabla$  Hotels & Resorts Rusutsu Resort **Royal Park Hotel**  $\nabla$  Corporations Toyota Technical Development Building No.3 [Installation plan in FY08 (including partial installation)] **IKFA Kobe Port Island Store** BIG BOX (Shopping Mall) Ikebukuro shopping park Haneda Airport Domestic Terminal 1 Nagasaki Airport Sendai Airport Komatsu Airport Kumamoto Airport Narita Airport Terminal 2 Hotel Hankyu EXPO park Suginoi hotel Niiza-Shiki center Hospitl

# Installation in various places







Royal Park Hotel

Narita Airport



New Chitose Airport



JR Tokyo Station



# Secure Competitiveness by Improving Operational Efficiency and ATM Functionality



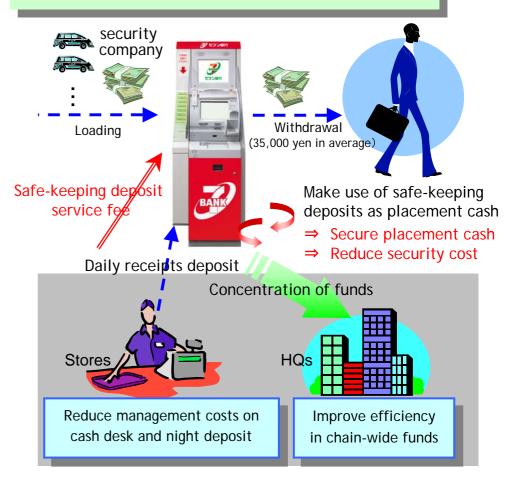
• Expansion of safe-keeping deposit services for companies

"Obtain cash placement in ATMs" "Reduce cash transportation cost" "Additional fee charge"

Realization of killing three birds with one stone

- Reinforcement of ATM functionalities
  - Promote correspondent financial institutions to make full use of our ATM functions
    - ~ Funds transfer services to correspondent financial institutions
    - $\sim$  Operate 24/7, 365 days a year
  - Promote sense of security through efforts of trouble reduction and quick recovery
    - ~ Realize of recovery from system trouble in both reliable and speedy manner

Advantages by expansion of safe-keeping deposit services



- 6 companies other than 7& i Group-related firms as of the end of Mar. 08
- $\sim$  Japanese style pubs, restaurant chains and general merchandising stores
- $\sim$  Plan to expand another 30 companies as customers within first half of FY08



Concepts of retail and financial service business (Difference from other bank's manned outlets and Internet sites)

- Don't force customers to buy our products / services
- Provide customers the right to select products they need most
- Offer broad-range of financial products / services, regardless of brands

In order to establish the earning model

[Manned outlets]

①Attract customers who have certain purpose
②Establish a "consulting style" to meet customers' needs
③Manage outlets in response to their locations and characters

Correspondent companies  $\Rightarrow$  39

(Banks, Credit Unions, Labor Banks, Securities Firms, Corporates, Credit Card Companies)

## [Money Site]

- 1 Design website to introduce products which meet visitors' needs
- ② Take active measures to attract more visitors
- Correspondent companies  $\Rightarrow$  52

(Banks, Securities Firms, Corporates, Credit Card Companies)

Take advantage of our strengths

- Affiliated relationship built through our ATM business
- Neutral existence without affiliating particular groups



Ario Nishi-Arai Store branch



TV phone

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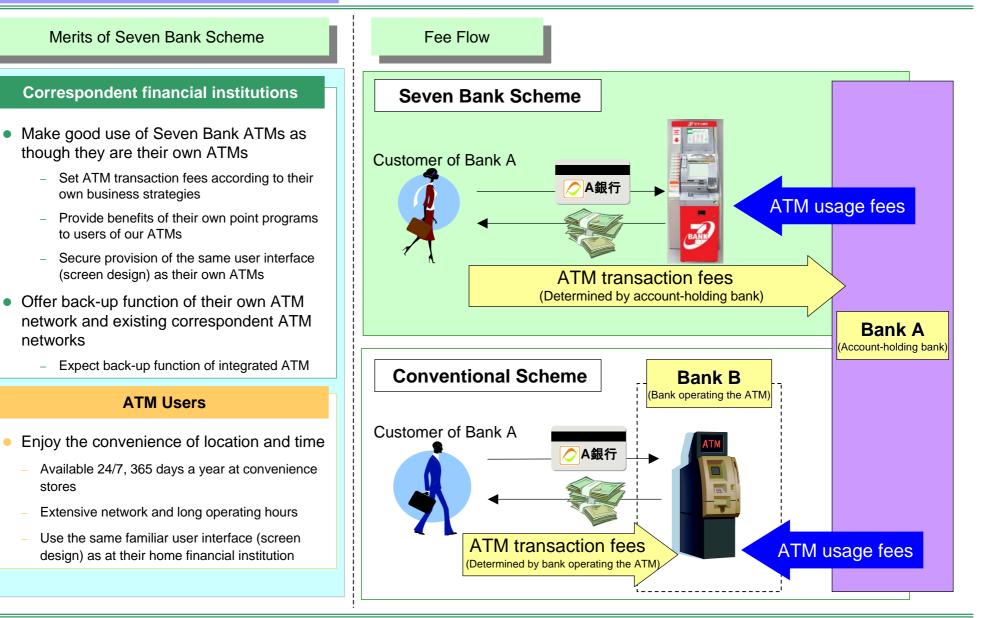
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#### 1. Designed for privacy and security

Equipped with a recessed keypad and a narrow-angle display to prevent bystanders from viewing the details of customer transactions and personal identification numbers

#### 2. Advanced security system

Equipped with a special ink cartridge to dye the cash contained in the ATM in the event of theft, as well as a security camera to capture user images during transactions. Triple DES encryption to protect transaction communication from interception

### 3. IC card compatibility

Equipped with security-enhancing IC card technology allowing secure transactions for holders of IC cards issued by many financial institutions

# 4. PIN and daily withdrawal limits can be changed via our ATMs

Customers can change personal identification numbers and daily withdrawal limits directly through our ATMs



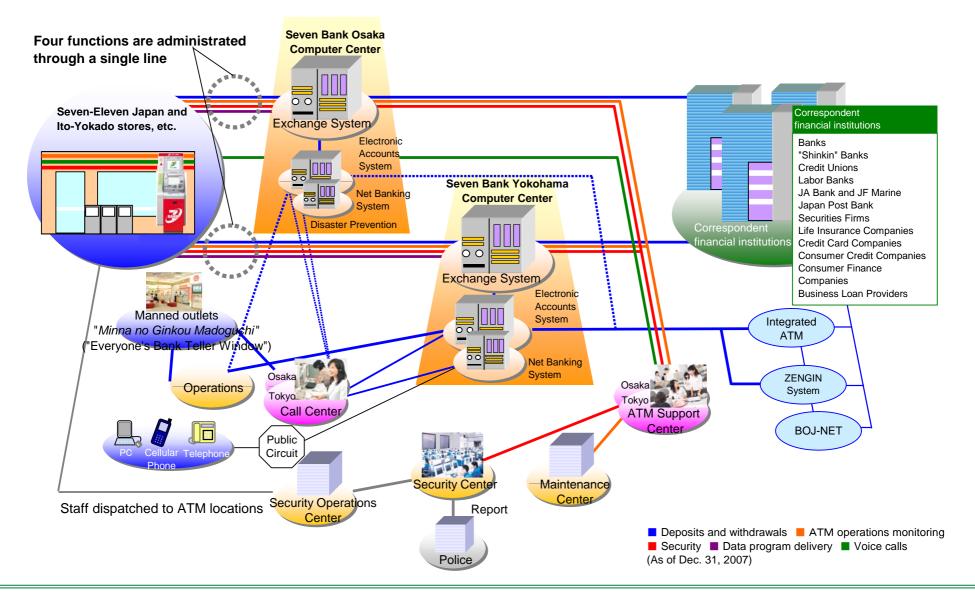
- 5. Displays customized screen design of each correspondent financial institution Enables customers to access the familiar user interface of their home financial institutions via our ATMs
- 6. Advertising service using second display ATMs are equipped with a second display, providing fee-based advertising opportunities
- 7. "nanaco" electronic money system

Enables customers to charge "*nanaco*", the electronic money system offered by the Seven & i Group

- 8. Compatible with cards issued overseas Customers can use cash cards and credit cards issued overseas to withdraw Japanese Yen. ATMs also have foreign language capability, including English, Korean, Chinese and Portuguese
- 9. Accessibility for vision-impaired cardholders

Expanding the current availability of audio guidance services through our ATMs to provide accessibility to visionimpaired cardholders







		FY01		FY02		FY03		FY04		FY05		FY06		FY07		FY07 New Alliance companies	
			Share		Share		Share		Share		Share		Share		Share	1107 New Alliance companies	
Banks		7	99.6%	15	93.7%	27	80.9%	50	73.1%	63	70.2%	80	69.3%	92	71.6%		
	Megabanks	3	70.7%	5	58.7%	5	38.8%	5	29.9%	4	25.4%	5	23.3%	5	26.1%		
	Regional Banks	3	20.0%	9	24.8%	19	25.6%	41	26.3%	54	26.8%	69	26.8%	76	26.1%	Kiyo Bank, Akita Bank, Howa Bank, Fukuho Bank, Ohita Bank, Juhachi Bank, Gifu Bank, Aichi Bank	
	Other Banks	1	0.2%	1	1.1%	3	9.4%	4	10.4%	5	12.1%	6	13.6%	11	14.4%	Bank of Brasil, Woori Bank, Sumishin Net Bank, HSBC, Sumitomo trsut Bank	
"Shinkin" Banks		-	-	-	-	240	3.9%	241	6.4%	255	5.4%	263	5.1%	260	4.7%	New Alliance 3unions	
Credit Unions		-	-	-	-	-	-	117	0.3%	122	0.6%	124	0.7%	122	0.7%		
Labor Banks		-	-	-	-	-	-	13	1.7%	13	3.2%	13	3.5%	13	3.6%		
JA Bank		-	_	-	_	-		-		1	0.1%	1	0.9%	1	1.2%		
JF Marine Bank		-		-		-		-		1	01170	1	01770	1			
Securities Firm		2	0.3%	2	0.3%	2	0.2%	2	0.2%	5	0.3%	8	0.4%	8	0.7%		
Life Insurance Companies		-	-	4	0.0%	5	0.1%	5	0.1%	6	0.1%	8	0.1%	8	0.1%		
Otheres		-	-	27	5. <b>9</b> %	35	14.6%	41	17.8%	47	19.8%	50	19.6%	49	17.1%	Izumiya Card, Scort Card	
Total		9	100.0%	48	100.0%	309	100.0%	469	100.0%	513	100.0%	548	100.0%	554	100.0%	18 companies	

Note1. Shares are calculated by dividing each financial institution's transaction by all transaction, excluding balance inquires, e-money charge, change of PIN and daily withdrawal limits. Amounts less than one-tenth of one % have been truncated

Note2. No. of correspondent financial insitutions didn't include"Seven Bank", and as for share of transaction, Seven Bank's transaction is counted as total banks, so that Banks' share does'nt match the sum of Megabanks, Regional Banks and other banks

Note3. Japan Post Banks which was privatized in Oct. 07 is counted as "other banks"

Note4. In FY07, no. of correspondent financial insitutions in regional banks increased by 8, however because of mergers it increased by 7.

Note5. In FY07, no. of correspondent financial insitutions in "Shinkin" banks is 3, however because of mergers it decreased by 3.

Note6. In FY07, no. of correspondent financial insitutions in credit unions decreased by 2 due to mergers

Note7. Each og JA bank and JF marine bank are deened ti be seoarate businesses

Note8. In FY07, no. of correspondent financila institutions in other banks increased by 2, however because of merger and cancellation of alliance, in decreased by 1