

Notice Regarding the Implementation of Shareholder Benefits

SBI Holdings, Inc. (hereafter “the Company”), announced today that it will implement the following shareholder benefits for all shareholders as of 31 March 2013.

1. Eligible shareholders

All shareholders listed or recorded in the shareholder register as of 31 March 2013

2. Benefits

- (1) The Company will give shareholders who hold one hundred (100) or more shares (1 unit: Note 1) a gift certificate that can be redeemed for one (1) bottle of NatuALA-Bio (valued at ¥5,980 (incl. tax)) dietary supplements sold by our subsidiary, SBI ALApromo.
- (2) The Company will also give to all shareholders who have held shares for more than one (1) year and who hold one thousand (1,000) or more shares (Note 2) as recorded in the shareholders register as of 31 March 2013, in addition to the benefits mentioned in (1) above, a gift certificate that can be redeemed for one (1) bottle of NatuALA-Bio dietary supplements, and one (1) jar of cosmetic ALAplus Moisturizing Cream (valued at ¥18,900 (incl. tax)).

In addition, the Company shall give all shareholders, including shareholders that only have less than one unit of shares (1 to 99 shares), one (1) discount coupon to purchase dietary supplements and cosmetics sold by SBI ALApromo at a 50% discount off the selling price.

(Note 1) The Company adopts the share unit system, effective as of 1 October 2012, whereby one (1) share unit comprises one hundred (100) shares.

(Note 2) “Shareholders who have held shares for more than one (1) year” shall mean shareholders who have been continuously listed or recorded under the same shareholder number on the Company's register of shareholders on all of the last three (3) record dates (31 March 2012, 30 September 2012, and 31 March 2013). In cases where a shareholder becomes a shareholder of the Company by exchange of shares, the computation will start from the record date immediately thereafter, and the period prior to the exchange of shares will not be included in the calculation. Even in cases where the shareholder number changes due to succession, or removal from the shareholders' register and the like, the computation will start from the record date immediately thereafter.

(Note 3) Due to laws and regulations related to pharmaceuticals, food and cosmetics in overseas countries, we will only send products redeemed with the gift certificate, and products purchased with the discount coupon mentioned above to addresses in Japan.

3. Period for sending gift certificates, etc.

The gift certificate and discount coupon is scheduled to be sent to addresses (Note 4) listed on the shareholders' register in early June 2013, together with the Company's Notice of the 15th Ordinary General Meeting of Shareholders, etc.

(Note 4) Tickets will be sent to the addresses specified by standing proxies and stockholders who designate where tickets are to be sent.

4. Period of validity of gift certificates, etc.

Eligible shareholders who wish to redeem their gifts of NatuALA-Bio and ALAplus Moisturizing Cream are required to apply for redemption of their gift with the aforementioned gift certificate. The cut-off date for applications to redeem gifts with gift certificates shall be 30 September 2013 (applications postmarked up until that date will be accepted). The cut-off date for applications to make a purchase with discount coupons shall be 30 September 2013 (applications postmarked up until that date will be accepted).

5. Shipment of gifts

The schedule for shipment of gifts to shareholders who apply for redemption of their gifts with gift certificates shall be generally as follows.

- (1) For applications for redemption of the gift certificate that arrive by 30 June 2013, the shipment will be around 31 July 2013.
- (2) For applications for redemption of the gift certificate that arrive by 31 July 2013, the shipment will be around 31 August 2013.
- (3) For applications for redemption of the gift certificate that arrive by 30 September 2013 (applications postmarked up until that date will be accepted), the shipment will be around late October 2013.

Description of gifts

“NatuALA-Bio”

NatuALA-Bio is an anti-aging supplement that supports your vitality to defy age forever. It has a well-balanced mix of ingredients to assist in achieving a healthy and vital lifestyle, with the core ingredient being amino acid 5-aminolevulinic acid (5-ALA) (Note 5), which is attracting attention for being a source of vitality, and also includes “biotin” nutrients and GABA, which is found in large amounts in sprouted brown rice to help maintain healthy skin and mucous membranes. This is a supplement recommended for people who like to be healthier and more youthful than anyone else.



“ALAPlus Moisturizing Cream”

ALAPlus Moisturizing Cream is a moisturizing cream that contains aminolevulinic acid-phosphoric acid (Note 6) as a moisturizing ingredient. It gives luxurious moisture to the skin, thereby making it fresh, moist, plump and elastic.



(Note 5) 5-aminolevulinic acid (5-ALA): An amino acid created in mitochondria. It is an important substance that serves as protein material related to energy production in the form of hemes and cytochromes, and its productivity is known to decrease with age. 5-ALA is contained in shochu distillation remnants, red wine and food such as radish sprouts. It is also known as a material forming chloroplasts in plants.

(Note 6) 5-ALA (5-aminolevulinic acid) handled by SBI ALApromo is registered as cosmetic raw material (labeling name: aminolevulinic acid-phosphoric acid) in the U.S. and Japan. Therefore, it is indicated as aminolevulinic acid-phosphoric acid in the labeling of cosmetics.

For further information, please contact:

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