

11 November 2013  
SBI Holdings, Inc.  
(TOKYO: 8473 / Hong Kong: 6488)

**Strategic Alliance with Fudan Forward and the New Hope Group  
for Sales of 5-ALA Products in China**

We are pleased to inform you that SBI Holdings, Inc. ("SBIH") has reached a basic agreement with New Hope Group CO., LTD. (Head Office: Chengdu, People's Republic of China; "New Hope Group"), China's largest privately owned agribusiness company, and Shanghai Fudan Forward Commercial Property Investment Company Limited (Head Office: Shanghai, People's Republic of China; "Fudan Forward"), a company under the aegis of Fudan University. This agreement relates to forming a strategic alliance for sales of pharmaceuticals, health foods and other products (including cosmetics) containing 5-aminolevulinic acid ("5-ALA"\*) in China.

Under this strategic alliance, as the first step, SBIH is planning to expand the sales of health foods containing 5-ALA as soon as necessary licenses are obtained, by leveraging the current sales channel of the affiliated health foods companies of Fudan Forward. The health foods containing 5-ALA planned to be sold are those manufactured by Suzhou Yian Biotech Co., Ltd., which manufacturing license is scheduled to be obtained, and also those imported from Japan, subject to the acquisition of a license for selling imported goods. Furthermore, by utilizing the New Hope Group's nationwide network in China, sales of fertilizers and forages containing 5-ALA are scheduled.

For the second step, after the awareness of 5-ALA in China has increased and the sales figures of the products have reached a certain level, the New Hope Group, Fudan Forward and SBIH will jointly establish a sales company specialized in products containing 5-ALA.

SBIH will also consider sales expansion in the field of pharmaceuticals and cosmetics in China after obtaining necessary licenses, by leveraging the existing networks of the New Hope Group and Fudan Forward, and establishing new sales channels.

Meanwhile, the future impact on SBIH's consolidated financial results is yet to be determined at present.

The SBI Group will continue to explore various possibilities of utilizing 5-ALA, and proactively promote joint business development with partners both inside and outside Japan, hoping to contribute to the health of as many people as possible in the world.

\* 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.

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