

**In preparation for full-scale business expansion in Vietnam,
establishment of a consulting company in Hanoi.
Start of full-scale consulting business.**

Continuing from our representative office established in Hanoi, Vietnam in June of last year, Credit Saison Co., Ltd. (Headquarters: Toshima Ward, Tokyo; President and CEO: Hiroshi Rinno) acquired a consulting business license and established a local subsidiary, Vietnam Saison Consulting Company Limited, in Hanoi (12Fl, CDC Building, 25 Le Dai Hanh Street., Hai Ba Trung District, Hanoi, Vietnam) on April 1st as the 2nd wave of our overseas expansion. The subsidiary was established to prepare for the start of a consulting business which seeks to provide know-how related to the credit card business for which we have acquired expertise in Japan, as well as for the installment payment and loan business. By providing such know-how, we shall support expansion of the retail finance business by local corporations.

〈Strategy & Policy〉

Vietnam is experiencing rapid economic growth. Strong consumer spending has increased the need for retail finance services such as small loans, installment payments and credit cards. From July 2012, our company has stationed 2 employees in Vietnam in order to conduct repeated market surveys. Now, based on the high consulting needs for retail finance with a focus on Vietnam's financial institutions, the established local subsidiary will strongly promote the formation of new business. In the future, we will expand our business domain throughout Asia through further partnerships between prominent Japanese corporations and local overseas corporations. Our company seeks to achieve further growth by creating the infrastructure for a mid- to long-term overseas strategy with an eye on expansion to countries such as Indonesia and Singapore.

〈Specific Expansion〉

Through the established local subsidiary, we will form new business for constructing and supporting retail finance such as credit cards, installment purchase, and the loan business. Additionally, we will develop our company's know-how into services which meet the market needs of Asia.

At the same time, we will work to acquire a license in the small loan business. While flexibly handling small loans and installment payments within Vietnam, we will ultimately aim to issue credit cards and establish a processing business in the future.

■ Overview of Credit Saison's Vietnam Office

Company's Name: Vietnam Saison Consulting Company Limited
Capital Stock: 60,000 thousands yen
Location: 12Fl, CDC Building, 25 Le Dai Hanh Street, Hai Ba Trung District,
Hanoi, Vietnam
Business Activities: Total consulting services within Vietnam
Local Organization: 4 employees