# Management Report FY2016



Credit Saison CO.,LTD operates a Akagi Nature Park.

2017. 5. 15 **CREDIT SAISON CO., LTD.** 

### Saison American Express<sup>®</sup> Card

GOLD









# BLUE I. FY2016 Financial Report II. FY2017 Management Strategies PEARL II. ESG - related

FY2016 Highlights

ALL ALL

This report contains forward-looking statements that reflect our plans and expectation. These forward-looking statements are not guarantees of future performance and known and unknown risks, uncertainties and other factors that may cause our actual results, performance, achievements or financial position to be materially different from any future results, performance, achievements or financial position to be materially different from any future results, performance, achievements or financial position to be materially different from any future results, performance, achievements or financial position to be materially different from any future results, performance, achievements or financial position to be materially different from any future results, performance, achievements or financial position to be materially different from any future results, performance, achievements or financial position to be materially different from any future results, performance, achievements or financial position to be materially different from any future results, performance, achievements or financial position to be materially different from any future results, performance, achievements or financial position to be materially different.

## Main Topics of 2016 Fiscal Year

#### Payment Card Business

- Saison Cards and UC Cards started to use Apple Pay
- "mijica" with Japan Post Bank and Japan Post Co., Ltd. and "Parco Prica" with Parco etc. Expansion of the prepaid cards product lineup

SAISON CC CARD



### Solution Solution Business

- Development of solutions for corporate users, such
  - as "Saison Smart Transfer Service"



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Expansion in corporate cards transaction volume to 20% with suitable solutions to meet corporate's needs and size

#### Global Business in Asia

Opening of the HD SAISON counter in Ho Chi Minh Takashimaya, the first Japanese department store in Vietnam



Contribution margins of the HD SAISON: Almost doubled HD SAISON

HD SAISON counter in Ho Chi Minh Takashimaya

#### Finance Finance Business

- Increase in balance of asset formation loans to 216.9 billion yen (+72% from the previous term-end)
- Increase in partners in the credit guarantee service market to 394 (+8 from the previous term-end) with the balance to 287.2 billion yen (+9% from the previous term-end)

#### Internet Content Business

Development of "Saison DMP\*", an infrastructure for big data processing

\*DMP = Data Management Platform



- SAISON DMP
- Accelerated product development at "DG Lab," an open innovation type research organization using the block chain technology



- Launch of "Point Investment Service", which enables simulation of long-term investments using
  - Eikyufumetsu points (As of the end of April:



 37 thousand users, use amount 0.28 billion yen)
 Launch of "MSV LIFE," Robot Advisor service for individuals by Monex-Saison-Vanguard Investment Partners



## I. FY2016 Financial Report

- **1. Financial Results**
- 2. Results by Business Segment
- 3. Contributions by Consolidated Companies
- 4. Main Indices (Non-Consolidated)
- 5. Credit risk / Credit cost
- 6. Interest repayment claim
- 7. Financial Indices / Dividends
- 8. Financial strategy



Machi Card Fest campaigns Holding 14 times (Sapporo • Sendai • Karuizawa • Chiba • Nihonbashi • Ikebukuro • Ebis • Kichijoji • Yokohama • Sakae • Kansai • Osaka • Hiroshima • Kyusyu)

## 1. Financial Results

							(¥Billion)
		FY2015	YoY(%)	FY2016	YoY(%)	<b>FY2017</b> (Target)	YoY(%)
C	Operating Revenues	269.9	104.2	278.9	103.3	292.0	104.7
Conso	Ordinary Income	43.8	100.3	53.0	121.1	57.0	107.4
lidated	Quarter Net Income	26.1	207.2	42.2	161.5	40.0	94.7
ed	Earnings per Share (¥)	147.37	214.3	258.70	175.5	244.90	94.7

Non- consolidated	Operating Revenues	228.7	104.3	238.6	104.3	251.8	105.5
	Ordinary income	32.6	84.8	28.2	86.5	41.0	145.3
	Quarter Net Income	25.5	226.0	21.0	82.3	26.5	125.9

Operating Revenue

- Credit Service Business and Finance Business drove the overall business performance.
- Ordinary Income
- Increase in investment profits by around 110 billion yen resulted from sales of investment securities by the UC Card, a company accounted for using the equity-method
- •Reactionary fall after the temporary income increase resulted from sales of large-scale real estates for the reason of the restructuring plan of Atrium Co., Ltd., one of our consolidated subsidiaries, in the same period of the previous year.
- Quarter Net Income
- •The received payment of settlement money for delay in system development was recorded as extraordinary profits of 11.4 billion yen.

## 2. Results by Business Segment

	Оре	rating reven	Jes	(¥Billion Operating income			
	<b>FY2015</b>	FY2016	YoY(%)	FY2015	FY2016	YoY(%)	
Credit Service	204.2	211.6	103.6	8.2	7.9	96.4	
Lease	13.5	13.2	98.1	5.1	4.3	84.4	
Finance	27.3	31.0	113.7	15.8	12.8	81.1	
Real Estate- related	15.4	13.6	88.2	6.4	4.9	76.3	
Entertainment	10.3	10.3	100.1	0.9	1.1	122.2	
Total	270.9	280.0	103.3	36.5	31.2	85.3	
Inter-segment Transactions	Δ1.0	△1.0	-	0	0	-	
Consolidated	269.9	278.9	103.3	36.5	31.2	85.3	

Credit Service Business

• Despite increased revenues resulted from expansion in customer base contributed to the continued growth of shopping transaction volume, as well as an increase in balance of revolving payment, it recorded decrease in profits due to prior investments for the future and additional transfer from the provision for loss on interest repayment, etc.

Finance Business

Despite increased revenues resulted from increase in business partners, as well as establishment of new and close relationship with local financial
institutes such as local banks and Shinkin bank in the Credit Guarantee Business, and from strengthening of relationship with prominent business
partners, in order to meet increased needs for investment in real estates, in the Asset Formation Loan, the overall profits were decreased due to
write-downs of investment securities, etc.

Real Estate Business

• Reactionary fall after the temporary income increase resulted from sales of large-scale real estates for the reason of the restructuring plan of Atrium Co., Ltd., one of our consolidated subsidiaries, in the same period of the previous year, etc.

## **3. Contribution by Consolidated Companies**

Ordinary income: Difference between consolidated and non-consolidated figures		Non-consolidated	Consolidated	Difference
Contribution to consolidated results	Ordinary income	¥28.2 billion	¥53.0 billion	¥24.8 billion
Major consolidated subsidiaries	Contribution to ordinary income	Major equity-me	thod affiliates	Contribution to ordinary income
Atrium Group (liquidation of real estate) (servicing business)	¥3.07 billion	UC CARD Co., Ltd. (credit card business)		¥11.53 billion
Concerto Inc. (entertainment business) (real estate rental business)	¥2.22 billion	Saison Informa Systems Co., Lo (information proces	¥1.51 billion	
Saison Fundex Group (loans) (real estate)	¥2.11 billion	Idemitsu Credit (credit card busine	¥1.37 billion	
SAISON PERSONAL PLUS COMPANY LIMITED (temporary staff) (servicing business) * JPN Holdings Co., Ltd. and Human Plus Co., Ltd. were consolidated in one company in January 2016, and the new company was named as Saison Personal Plus Company Ltd.	¥0.32 billion	Takashimaya Cree (credit card busines	¥0.96 billion	

## 4-1. Main Indices (Non-Consolidated)

	FY2015		FY2016		FY2017(Target)	
		YoY(%)		YoY(%)		YoY(%)
New Applications (millions)	3.30	109.8	3.23	98.1	3.18	99.8
New Card Issued (millions)	2.62	110.5	2.61	99.8	2.60	99.8
Total Cardholders (millions)	25.61 (+0.64)	102.6	26.46 (+0.85)	103.3	27.39 (+0.93)	103.5
Active Cardholders (millions)	14.77 (+0.19)	101.3	14.78 (+0.01)	100.1	15.92 (+1.13)	107.7
Transaction Volume (¥ billion)	4,526.0	103.7	4,730.4	104.5	5,054.0	106.8
Card Shopping	4,258.2	104.1	4,476.6	105.1	4,790.0	107.0
Cash Advances	267.7	96.6	253.8	94.8	264.0	104.0
(millions) Transaction Volume (¥ billion) Card Shopping	(+0.19) 4,526.0 4,258.2 267.7	103.7 104.1 96.6	(+0.01) 4,730.4 4,476.6	104.5 105.1 94.8	(+1.13) 5,054.0 4,790.0 264.0	10 10 10

## 4-2. Main Indices (Non-Consolidated)



the joint activities for increases in members of "Mitsui Shopping Park Card <Saison>" and "Saison American Express® Card"





Expansion of credit card available area according to consumption changes

Strengthening of accommodation of settlements and tax settlements according to individuals' consumption changes from "products" to "service" and in order to break through cash markets







Various taxes such as fixed property taxes and automobile taxes



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## 5. Credit Risk / Credit Cost



Despite restraint of delays of strengthening of the activities toward early collection of initial credit obligations, as well as offering of various counselling options, credit costs increased due to additional transfers from the provision for loss on interest repayment



•The balance of provision for loss on interest repayment was 30.5 billion yen on a consolidated basis and 28.8 billion yen on a nonconsolidated basis after recording reversal of 10.5 billion yen on a consolidated basis and 9.6 billion yen on a non-consolidated basis, as well as additional transfers of 15.9 billion yen on a consolidated basis and 15.3 billion yen on a non-consolidated basis

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## 7. Financial Indices • Dividends

Financial		Consol	idat	ed	Non-Consolidated			
Indices			[	Difference			Difference	
Shareholders' Equity	¥4	45.0 billion	+	26.3 billion	¥374.4 billion		+15.0 billion	
Total Assets	Assets ¥2,720.0 billion		+169.0 billion		¥2,623.6 billion		+154.8 billion	
Shareholders' Equity Ratio		16.4%		△0.0%		14.3%	Δ0.3%	
ROE		9.8%		+3.7%		5.7%	Δ1.1%	
ROA		2.0%		+0.2%		1.1%	<b>△0.3%</b>	
Dividends	5	FY2016		FY2017 (Estimate)				
Dividend per share		¥35		¥35				
Total cash dividend		¥5.7 billio	n	¥5.7 billio				
Payout ratio (Consolidated		13.5%		14.3%				

## 8. Financial strategy





## Basic Policy of Medium-Term Management Plan-Management Target





## Challenge to the new business model (1)

### Model Changes in Card Business (Progress and expansion of settlement service)

- Realization of immediate issuing and settlement by development of **Cardless settlement schemes**
- Enhanced card development efficiency and slimmed number of our own staff by linkage with our own and affiliated companies' apps
- **B2B** payment accommodation by linkage with order platformers such as goods settlement between corporations

Conventional device: Plastic card



Credit card

From proper cards to various tie-up strategies

From store-issued cards to international brands

Store-issued card



## Challenge to the new business model (2)

Automated and enhanced customer response and back office operations by utilizing technologies

Automated customer response by AI chatbots

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Automated totalization operations etc. by robotics



#### Entry into Big Data Business in a full scale



## Challenge to the new business model (3)



## Challenge to the new business model (4)



### Innovation and Advancement of Card Business Model (1)

**Re-development of settlement** business strategies by Acquiring **Business area expansion** 

Promotion of credit card payment in the B2B area targeting whole sellers etc.

Accommodation of new ways of settlement by utilizing FinTech (Origami, Liquid etc.)

Expansion of smartphone settlement by starting use Apple Pay





~ Credit Cards



15.92 million people

(+1.13 million people From the previous Fiscal year - end)

Shopping transaction volume

**4,790 billion yen** (YoY comparison +7%)

### Credit Card ~Asset Business~

#### Payment Card Business



#### Innovation and Advancement of Card Business Model (2) ~Prepaid Cards

PARCO PRICA 123 4567 8901 234

PARCOPRICA MEMBER

### Securing the position as a prepaid card service provider by diversifying prepaid card products

 $\diamond$  Promotion of new collaboration and value addition by utilizing the know-how as a pioneer

[FY2016: Issuing of new products]

- •Dec. 2016 : Parco Prica (The prepaid card issued by Saison and PARCO)
- -Jan. 2017 : mijica (Acceptance of entrustment of the prepaid card issued by Japan Post Bank)
- •Mar. 2017 : Kawatoku Parc Card (The prepaid card issued by Saison and Kawatoku)

[New service development]

Introduction of the Eikyufumetsu point program into the prepaid card "mijica"



## **Further Growth Strategies in Finance Business (1)**

### Lease & Rental

- Enhancement of comprehensive sales activities targeting important dealers utilizing the business power of the national base networks
- Promotion of new market development
- Enhancement in customer convenience through the web scheme

### Credit Guarantee

- Informing a wide variety of customers about the strong point of the service that can be used for borrowing of business funds
- Enhancement in customer convenience through the scheme to complete all the procedures on the web (no face-to-face communication and paperless contracts)
- Continued sales activities toward local financial institutes by emphasizing "guarantee capability, versatility and marketing capability" of Saison



## Further Growth Strategies in Finance Business (2)

Finance Finance Business

### Flat 35

- Support for enhancement of collaboration with main agencies as well as operation of new agencies in a full scale
- Enhancement of the response speed by establishment of an unified management system from acceptance to money consumption loan contracts
- Aggressive deployment of outbound sales to customers toward accommodating needs for refinancing



Operating revenue

### Asset Formation Loan

- Customization of marketability matching market needs
- Enhancement of the response speed by establishment of an unified management system from acceptance to drafts to money consumption loan contracts
- Promotion of products to partners through study sessions as well as strengthening of the support system







### "DG Lab," an open-innovation type research & development organization

The organization was established in collaboration between Digital Garage, Kakaku.com. and Credit Saison, in order to develop innovative technologies in the fields of blockchain, artificial intelligence and VR/AR for 2020.



#### Utilization of "blockchain"

Exchange system that can process various credit-card point systems, values and virtual currency + Platform such as

Area Money, e-money

Utilization of "AI (artificial intelligence)"

Development of new services and business on the basis of Credit Saison's "purchase and settlement history data" and Kakaku.com's "web action history data"

### Expansion of Strategic Strength by New Business Creation (3)



## **Acceleration of Prior Investments in Asia Business (1)**

**Global** Asia Business

<ul> <li>Comparison of ASEAN (10 countries) and Japan</li> <li>Population: 5.0 x Japan</li> <li>Area: 12 x Japan</li> </ul>	(Year <b>2016</b> )	Populati on (M ppl)	GDP (billion dollars)	Per capita GDP (dollars)	Growth rate	Ave. age	Ave. life span
•GDP:54% of Japan •Trade amount:1.6 x Japan	Indonesia	258.8	941.0	3,636	4.9%	28	69
Per capita GDP: 11% of Japan	Thailand	69.0	390.6	5,662	3.2%	38	74
Notural Case (	Philippines	104.2	311.7	2,991	6.4%	24	68
Oil Pipe Lines Kunming China Nanning Guangzhou Taiwan	Malaysia	31.7	302.7	9,546	4.3%	28	75
Myanmar Hanoi Chuetsu Economic Corridor Kong	Singapore	5.6	296.6	53,053	1.7%		83
Laos Haiphong Yangon Rai	Vietnam	92.6	200.5	2,164	6.1%	30	76
Mawlamyine Thailand Danang	Myanmar	52.3	68.3	1,307	8.1%	28	66
Bangkok Manila Manila	Cambodia	15.8	19.4		7.0%	24	68
East-West Economic Corridor Vietnam	Laos	7.2	13.8	1,921	7.5%	21	66
Phnom Penh Ho Chi Minh	Brunei	0.4	10.5	24,713	0.4%	30	79
	Sums of ASEAN	637.5	2,555.0	4,008	4.8%	29	-
Malaysia	(Reference) Japan	126.8	4,730.3	37,304	0.5%	46	84
Kuala Lumpur	(Reference) China	1,379.0	11,391.6	8,261	6.6%	37	76
Singapore	(Reference) India	1,309.7	2,251.0	1,719	7.6%	27	68
	(Reference) Korea	50.8	1,404.4	27,633	2.7%	40	82
Jakarta	(Reference) Taiwan	23.6	519.1	22,044	1.0%	38	78
28	(Reference) Hong Kong	7.4	316.1	42,963	1.4%	43	84

## Acceleration of Prior Investments in Asia Business (2)

**Global** Asia Business





## Acceleration of Prior Investments in Asia Business (3)

## Vietnam



# Joint venture business with HD Bank <u>"HD SAISON Finance Company"</u>

#### **Business operation**

 Individual installment business for motor cycles, consumer electronics and smartphones



•Opening the HD SAISON counter in Ho Chi Minh Takashimaya, the first Japanese department store in Vietnam

#### Singapore

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Capital contributions in Nov 2014 / Saison's stake: 15%

### Capital and business tie-up <u>"Matchmove Pay Pte Ltd."</u>

#### Business operation

- Under international brands in Southeast Asia Development of virtual prepaid card business
- Group companies and bases: Singapore (head office), Indonesia, India, Chengdu in China, Ho Chi Minh, Thailand, Malaysia



#### Indonesia

Business started in Nov 2015 / Saison's stake: 70%

### SAISON MODERN

Joint venture business with Pt. Modern Internasional Tbk.

## "PT. Saison Modern Finance"

#### Business operation

Development of prepaid card business, point business and lease business
Development of Seven Eleven Indonesia's own prepaid cards for customers Provision of facility leasing service for the store owners

•Creation of new partners and expansion of merchandise by providing service for other companies than the Modern group etc.



Established in Aug 2015 (Operation started in Jan 2016)

Invested 100% by Idemitsu Credit

Idemitsu Credit Co., Ltd. (Invested 50% by Saison) "Idemitsu Saison Microfinance (Cambodia)"

#### Business operation

 Launch of financing business and individual product (installment payment) business centered on agricultural sector, associated with agricultural modernization and production expansion mainly for rice



### Securing the Differential Position in the Asset Management and Formation Market

Asset Management Business



## **Views on ESG for Sustainable Growth**

Based on the management philosophy of "Leading-Edge Service Company", we aim for sustainable enhancement in our corporate value by offering contribution to social development and problem solving that only we can do, and finally by building more convenient and richer society than the current one, out of services continuously provided by us that exceed all customers' and corporations' expectations (customer needs) through Saison operations



## Environment (Activities for environmental preservation)

Promotion of environmental preservation activities through activities such as operation of Akagi Nature Park, contribution to the "Funds for Construction of Kanagawa Animal Protection Center", and use of eco-friendly materials. Continuation of the activities also by realizing paperless in-house daily duties.

#### Operation of Akagi Nature Park

- ◆Contribution to environmental preservation by creating rich nature
- ◆Contentious activities since 2010
  - "To Hand Over Rich Nature to our Children"

FY2016 No. visitors: Over 60 thousands (over 290 thousands in total since the launch)

Contribution to the "Funds for Construction of Kanagawa Animal Protection Center"

 Animal protection by continuing No Dog/Cat Slaughter Disposition
 Started accepting contribution through "Eikyufumetsu Point" with approval to "Realization of the Society for Humans and Animals to Live Happily Together", which Kanagawa Prefecture aims for

#### **Promotion of Paperless Operations**

- ◆ Realization of a paperless in-house conference and meeting
- Reduction of paper consumption and CO2 by digitalizing utilization bills (web) (500g less CO2 per mail)















## Social (Efforts for social contribution activities)

Corporate Social Responsibility (CSR) / social contribution activities> We are engaged in Corporate Social Responsibility (CSR), believing that "the Company that bears social responsibilities should not only fulfill its obligations such as compliance with laws and regulations and redistribution of profits, but also conduct business in a method and manner that meets existing and potential demand from citizens, communities and society or that exceeds the demand from such citizens, communities and society."

Promotion of contribution by Eikyufumetsu Points exchange and card settlement

- Contribution to Center of iPS Cell Research and Application by Professor Shinya Yamanaka
- Contribution to victims of natural disasters



### Support for sports / cultural activities

- The Company supports activities as a supporting company of Japan's National Soccer Teams
- Support for performance by Mr. Jose Carreras, one of the Three Tenors famed across the world

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#### <Diversity>

By promoting the diversity activities to respect, accept and leverage the diversity of each employee and using new combination of knowledge and knowledge, we will create innovation and the "organization where every employee can demonstrate his or her ability".

## Project to respect diversity and allow every employee success

- Support for success of diverse human resources and realization of shared knowledge
- Utilization of view points of members with different sexes, ages, nationalities, sense of values etc.

Ratio of female managers

Chief clerk or equivalent 64.0%

Above section chief or equivalent 21.8%

#### Innovation in work style

- Introduction of a new human resource system with the view to long-term employment
- Introduction of commuting in early morning, and recommendation of staggered working hours, variable working hours and shift work
- Introduction of "CANVAS", a system to allow employees to demonstrate his or her ability to full, with benefits such as personal development, health enhancement and child rearing



## **G**overnance (Activities for governance enhancement)

Recognizing it is vital to enhance management supervisory capability to secure transparency in management and realize management targets, we carry out various activities for enhancement of corporate governance.

#### Enhancement of effectiveness Strengthening of supervisory capability

Securing and enhancing management efficiency by strengthening management supervisory capability

- · Appointment of nonexecutive directors  $\Rightarrow$  Advice and monitoring by 3 outside directors to assist growth of the Company
- Criteria to ensure independence of outside directors ⇒ Development of criteria to ensure independence of outside directors and outside corporate auditors, in order to secure objective judgment
- Evaluation for effectiveness of board meeting ⇒ Analysis and evaluation of all the directors and corporate auditors through self-evaluations are performed once a year

#### Development of environment allowing the company to take risk in an appropriate manner

• Development of a balanced governance system by ensuring diversity, providing directors with opportunities for training etc.

- Ensuring diversity by promoting women's participation in society  $\Rightarrow$  3 female officers (one executive director, one outside director and one outside corporate auditor)
- · Training for directors  $\Rightarrow$  Development of skills required for the management by making the top managers submit reports regularly



\*At the 67<sup>th</sup> annual shareholders meeting, the number of the independent director is planned to be increased to two members, which will be included in the outside directors

(Reference) Comparison of Share for Payment Service Methods in Consumer Spending in Japan and the U.S.



\* Japan: Calculated by our company based on sources such as the Ministry of Economy, Trade and Industry, New Payment Report, Mitsubishi UFJ Research and Consulting, and official documents from various companies.

\* U.S.A: Calculated by our company based on the "2015 Results and 2020 Forecast" listed in the NILSON REPORT.

## (Reference) Domestic Market Share (Shopping Transaction Volume)

## Card shopping transaction volume (issuer base) [2015 fiscal year]



\*Calculated by our company's independent estimation methods on the basis of each company's officially announced calculations, etc.

\*\* As a rule numbers are given for each company on non-consolidated basis (excluding overseas card members); both FC and BC of all brand companies (approx. 107) are calculated as "FC and BC of regional banks"

XInvestment destinations of our company: Idemitsu Credit, Seven CS Card, Takashimaya Credit, Resona Card, Shizuoka Bank Saison Card, Daiwa House Group

