

For Immediate Release

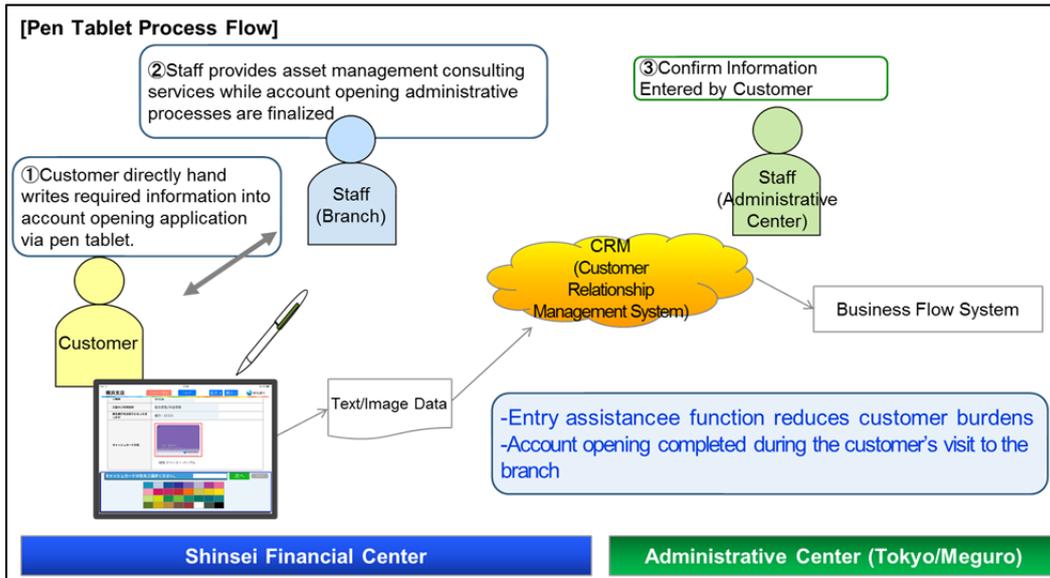
Company Name: Shinsei Bank, Limited
Name of Representative: Hideyuki Kudo
President and CEO
(Code: 8303, TSE First Section)**Optimizing Administrative Procedures at Retail Branches
through the Introduction of Pen Tablets***- Strengthening asset management consulting services
by introducing cutting-edge character recognition technology -*

Tokyo (Tuesday, August 2, 2016) --- Shinsei Bank, Limited (hereinafter, "Shinsei Bank"; "the Bank") today announced that it will optimize administrative procedures at its retail branches for individual customers by introducing pen tablets for account openings and other services. The introduction of the pen tablets for account opening services first has taken place at the Yokohama Financial Center (hereinafter, "Yokohama SFC") from July 19, 2016, and Shinsei Bank will gradually introduce the tablets in its other branches as well as expand the use of pen tablets for other services such as address changes and money transfers in order to reduce the administrative burden at its branches and enhance its ability instead offer services such as asset management consulting.

In Shinsei Bank's branches, customers have been required to enter application details through keyboard entry to open accounts, but the unfamiliarity of many customers in utilizing keyboards was both an inconvenience for our customers as well as an administrative burden for branch staff due to the need to correct erroneous entries. The pen tablets introduced are compatible with a dedicated account opening application which utilizes the handwriting recognition technology developed by MyScript, a company based in France, which allows customers to enter information with a pen on the screen as if they are writing on a sheet of paper. The input support functions (e.g., automated conversion of names to Roman characters) of the pen tablets also reduce the data-input burden for customers. Furthermore, the entered information is digitalized immediately and transmitted to the Bank's Customer Relationship Management (CRM) information system. By consolidating all branch administrative functions in the Bank's operation center located in Meguro, Tokyo, it is possible to complete account opening procedures while the customer waits in the branch and branch staff members are able to spend more time providing consulting services to customers. Development of the account opening application took a less than two months, reducing development costs and contributing to the acceleration of business flow improvements.

Before the introduction of the pen tablets, a branch staff at Yokohama SFC had to process the entire account application process, from the receipt of applications from customers to finalizing paperwork. Prior to the introduction of pen tablets, Yokohama SFC introduced a new business flow on a trial basis which separated customer services and paperwork from November 2015. As a result, it increased the time spent providing consulting services by staff members by approximately 30%. Shinsei Bank establishes this new account opening business flow through pen tablets first at Yokohama SFC and then will gradually introduce the tablets in other branches. In addition to the account opening service, Shinsei Bank will extend the use of pen tablets to other services with heavy administrative burdens including foreign currency transfers, domestic fund transfers and address changes. While the Bank has accepted signatures in lieu of seal impressions for opening *Shinsei Bank Comprehensive Account PowerFlex* accounts since its launch in 2001, going forward the Bank will consistently promote paperless and computerized account opening administrative operations by digitalizing signature registrations.

Achieving outstanding productivity and efficiency by implementing lean operations is one of the objectives in the Bank's Third Medium-Term Management Plan (hereinafter, "3rd MTMP") launched from fiscal year 2016. The introduction of pen tablets and the new business flow has been implemented as part of a project to drive the optimization of the retail banking business in accordance with the objectives in the 3rd MTMP. Shinsei Bank will continue engaging in efforts to optimize administrative operations through the creation of a user-friendly system for customers and the further adoption of advanced technology.



Shinsei Bank is a leading diversified Japanese financial institution providing a full range of financial products and services to both institutional and individual customers. The Bank has total assets of 8.9 trillion yen on a consolidated basis (as of March 31, 2016) and a network of outlets throughout Japan. Shinsei Bank demands uncompromising levels of integrity and transparency in all its activities to earn the trust of customers, staff and shareholders. The Bank is committed to delivering long-term profit growth and increasing value for all its stakeholders. News and other information about Shinsei Bank is available at <http://www.shinseibank.com/corporate/en/index.html>