# Financial Results of 3Q of the Fiscal Year Ending March 31, 2007

## Monex Beans Holdings, Inc.

This is an English translation of Japanese presentation material prepared for IR conference held on the date above; it includes the information on consolidated financial summary under Japanese GAAP for FYE March 2007. If there is any discrepancy between a statement in English and a statement in Japanese, the Japanese statement is always controlling.

#### **Forward-looking Statements**

Statements made at this presentation and in this material include forward-looking statements that are based on our current expectations, assumptions, estimates and projections about our business and the industry. These forward-looking statements are subject to various risks and uncertainties. These statements discuss future expectations and plans, identify strategies, contain projections of results of operations and of our financial condition, and state other "forward-looking" information. Known and unknown risks, uncertainties and other factors could cause the actual results to differ materially from expected results contained in any forward-looking statements. Potential risks and uncertainties include, without limitation, our ability to continue to attract and retain customers and their assets; our ability to make our operations profitable; changes in the demand for brokerage services in Japan; our ability to continue to expand and maintain our computers and electronic systems and to avoid failures of these systems; and our ability to maintain our relationship with our founding shareholders. This does not correspond to US GAAP.

## **Our Business Principles**

### - PURSUING SPIRIT OF INNOVATION

We will constantly strive to pioneer new fields in finance and propose new approaches to managing money.

#### - STAYING CUSTOMER FOCUSED

We believe that the best guide to our corporate activities is the voice of our customers.

With this guide, we will continue to create financial services truly needed by individuals.

## - CHALLENGING FOR THE BEST

We will continue to provide the best products and services for our customers always thinking outside the box.

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## 1. Financial Results

- 2. Business Strategy and Future Development
- 3. To our Shareholders
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## **Summary**

■ Focusing on the "Online" channel and keeping low cost structure
Strengthening origination capabilities and developing
a platform as an "Investment Bank"

One and only "Online Investment Bank"

. Customers' assets in bonds and mutual funds (excluding MRFs) have increased significantly while revenues, profits and customers' assets in custody decreased due to the bearish equity market

♦Net operating revenues(9 months)	23,120 million yen	(-11.5% vs. 3Q of FYE Mar. 31, 2006)
♦Ordinary income(9 months)	12,387 million yen	(-26.8% vs. 3Q of FYE Mar. 31, 2006)
♦Net income(9 months)	7,125 million yen	(-22.1% vs. 3Q of FYE Mar. 31, 2006)
◆Customers' assets in custody (term-end balance)	2,034 billion yen	( -4.1% vs. 3Q of FYE Mar. 31, 2006)
Bonds and mutual funds (excluding MRFs)	165 billion yen	(+64.8% vs. 3Q of FYE Mar. 31, 2006)

II. Providing value-added products/services in each business line

<b>◆</b> Alternative investments	Launched 2 funds; "Premium Hybrid" and "China Focus"
<b>♦</b> Fixed income	Started selling structured notes and South African Rand denominated World Bank Notes
♦FX	Introducing a new trading-platform to differentiate our services
<b>♦</b> Underwriting	Accomplished a lead manager mandate
	(First mandate this fiscal year, 4th mandate since Monex's establishment)

- **III.** Started new projects for further developments
  - ◆Completed "Kabu-Robot contest" and started a feasibility study for commercialization
  - **◆Entering into the M&A advisory business**

## Financial Summary: 3Q of FYE Mar. 31, 2006 vs. 3Q of FYE Mar. 31, 2007 (in 9 months)

## (in million yen, %)

	3Q of FYE Mar. 31, 2006	3Q of FYE Mar. 31, 2007	Change
	(Apr. 2005-Dec. 2005)	(Apr. 2006-Dec. 2006)	Change
Operating Revenues	27,227	24,587	-9.7%
Net Operating Revenues	26,124	23,120	-11.5%
SG&A	8,974	10,760	+19.9%
Operating Income	17,149	12,360	-27.9%
Ordinary Income	16,916	12,387	-26.8%
Net Income	9,142	7,125	-22.1%

## (in million yen, %)

	•		
	3Q of FYE Mar. 31, 2006	3Q of FYE Mar. 31, 2007	Change
	(as of Dec. 31, 2005)	(as of Dec. 31, 2006)	Change
Total Assets	388,272	361,496	-6.9%
Shareholders' Equity	37,086	45,000	+21.3%
Capital Adequacy Ratio of Monex,Inc.	395.7%	392.0%	-

## Financial Summary: 3Q of FYE Mar. 31, 2006 vs. 3Q of FYE Mar. 31, 2007 (in 3 months)

## (in million yen, %)

	3Q of FYE Mar. 31, 2006	3Q of FYE Mar. 31, 2007	Oh an ma
	(Oct. 2005-Dec. 2005)	(Oct. 2006-Dec. 2006)	Change
Operating Revenues	12,031	7,755	-35.5%
Net Operating Revenues	11,642	7,086	-39.1%
SG&A	3,323	3,548	+6.8%
Operating Income	8,319	3,537	-57.5%
Ordinary Income	8,323	3,525	-57.6%
Net Income	4,717	2,125	-54.9%

## (in million yen, %)

	•		
	3Q of FYE Mar. 31, 2006	3Q of FYE Mar. 31, 2007	Change
	(as of Dec. 31, 2005)	(as of Dec. 31, 2006)	Change
Total Assets	388,272	361,496	-6.9%
Shareholders' Equity	37,086	45,000	+21.3%
Capital Adequacy Ratio of Monex,Inc.	395.7%	392.0%	-

## Financial Summary: 2Q of FYE Mar. 31, 2007 vs. 3Q of FYE Mar. 31, 2007

## (in million yen, %)

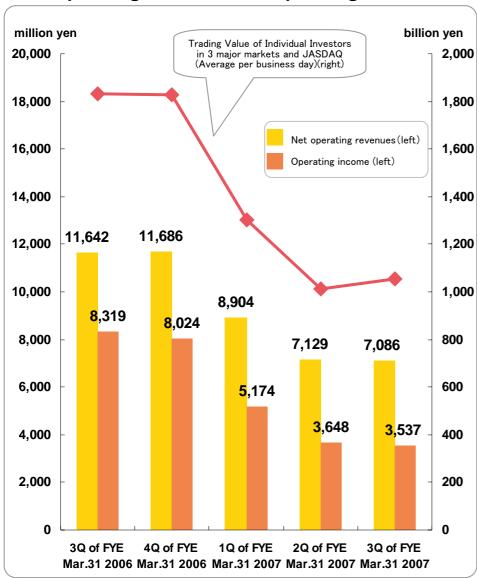
	2Q of FYE Mar. 31, 2007	3Q of FYE Mar. 31, 2007	Change
	(Jul. 2006-Sep. 2006)	(Oct. 2006-Dec. 2006)	Change
Operating Revenues	7,496	7,755	+3.5%
Net Operating Revenues	7,129	7,086	-0.6%
SG&A	3,481	3,548	+1.9%
Operating Income	3,648	3,537	-3.0%
Ordinary Income	3,632	3,525	-2.9%
Net Income	2,054	2,125	+3.5%

## (in million yen, %)

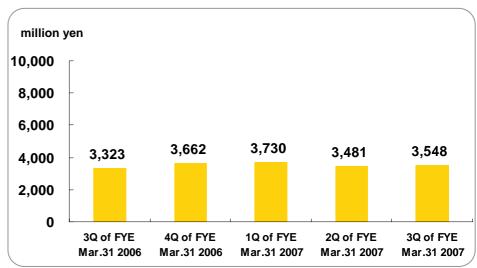
	2Q of FYE Mar. 31, 2007 (as of Oct. 30, 2006)	3Q of FYE Mar. 31, 2007 (as of Dec. 31, 2006)	Change
Total Assets	335,746	361,496	+7.7%
Shareholders' Equity	42,781	45,000	+5.2%
Capital Adequacy Ratio of Monex, Inc.	469.2%	392.0%	-

## **Financial Summary**: Financial Highlights (Quarterly trend)

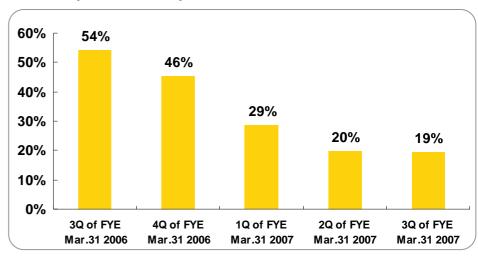
## ■Net operating revenues and Operating Income



## **■**SG&A



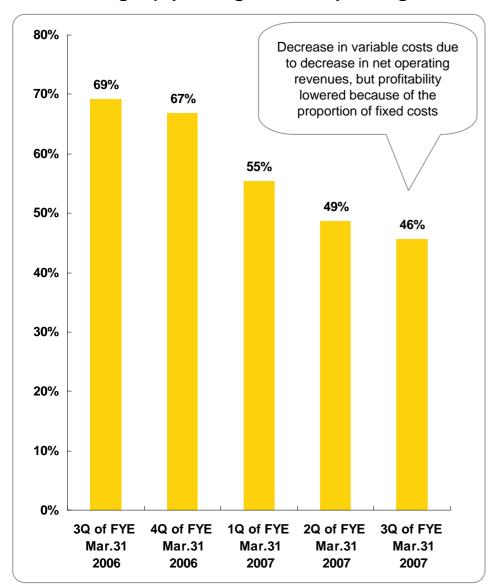
## **■**ROE (Annualized)

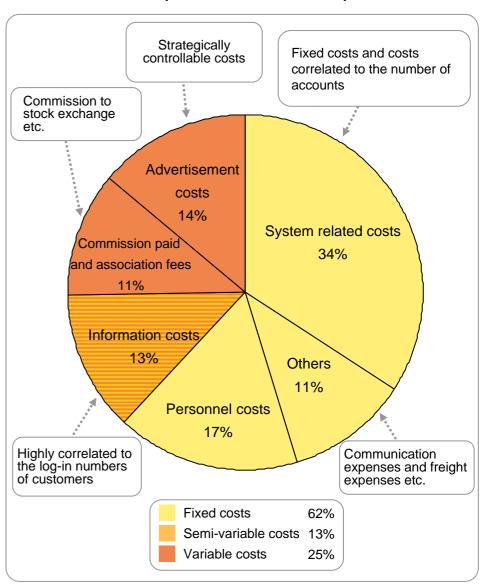


ROE=(Quarterly net income × 4) ÷ (( Quarterly beginning shareholders' equity + Quarterly ending shareholders' equity) ÷ 2)

## Financial Summary: Profit Margin and Cost Structure

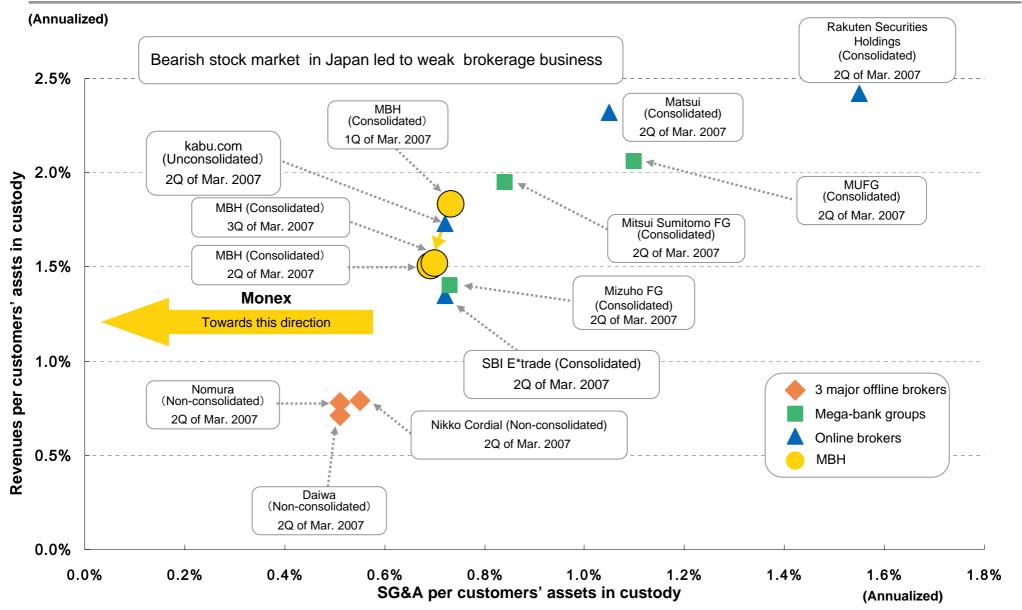
## ■ Profit Margin (Operating income/Operating revenues) ■ Cost Structure (Oct. 2006-Dec. 2006)





## Monex Beans Holdings, Inc.

## Comparison Analysis: Revenues/SG&A per Customers' Assets in Custody



- 1. Financial Results
- 2. Business Strategy and Future Development
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## **Mission Statement**

- Take position as a total financial service provider, not just as an online brokerage firm
- ◆ Offer comprehensive products and service line-ups with "World Class Quality"
- ◆ Support passive investors to manage his/her financial assets efficiently
- Strengthen "Products Origination Capability"
- Pursue less operating cost and establish a portfolio management-oriented business
- Be ready for the deregulation such as removal of barriers on financial sectors by leveraging the holding company structure
- Empower investors education and enhance financial literacy

## **Current Environment Recognition**

With Japanese population having started to decline and economic growth slowing down, Japanese individuals' asset management is forced to be more proactive, which expands Monex's role.

## **≪until Recently**≫

≪from Now on≫

Higher Needs for Individual's Asset Management  People feel secure by support of pension plans, lifetime employment and retirement benefit

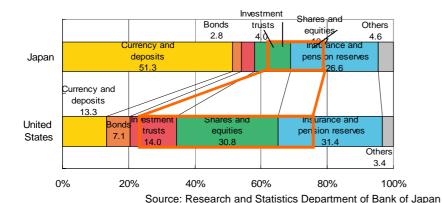


- With less life security after retirement by government and business enterprises, investment return result may affect future living standards.
- Proactive investment by individuals shall become essential.

Competition in the Financial Industry due to Changes in Regulatory Systems

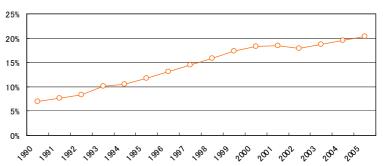
- No intra-industry competition among Japanese financial institutions
- Not much difference in financial institutions of the same industry in terms of services and investment return result
- Under Financial Instruments and Exchange Law, intra-industry borders among financial institutions shall rapidly fade out and competition shall increase
- Big difference in services and investment return result by which financial institution one chooses.

#### Financial Assets Held by Households (End of Sep. 2006)



#### Mutual Funds' Share of Household Financial Assets

(including mutual funds held through employer-sponsored retirement plans and variable annuities)



Source: US Investment Company Institute and FRB

 Securities' share of Japanese household financial assets will probably go up but individuals may not increase individual stocks

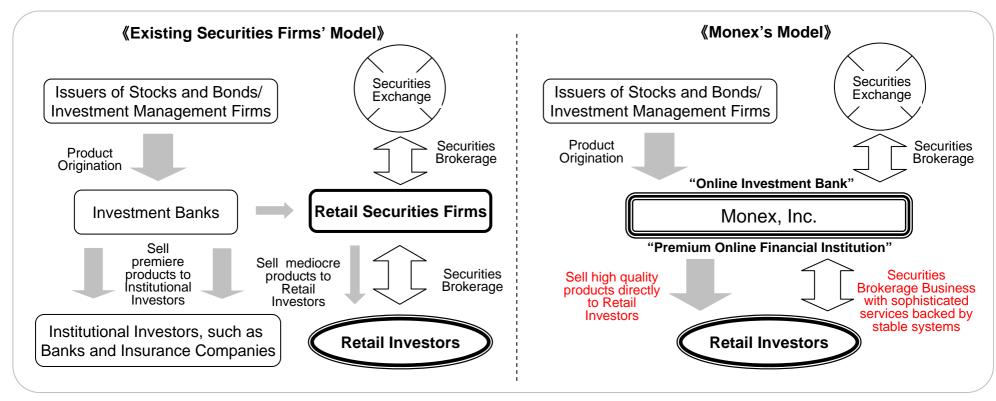


Investment products such as mutual funds, SMA, and bonds shall be requisite in addition to stock brokerage services

## **Goals and Strategies**

■ Monex's Key Goal

Monex's business model is enhanced by "Three Strategies" and "Investment Education Efforts"



## **◆Product Strategy**

Strengthen origination capability (IPOs, fixed income and alternative investment products) as well as securities brokerage

## **◆CRM Strategy**(Customer Relationship Management)

Provide the right products to the right customers in a timely manner

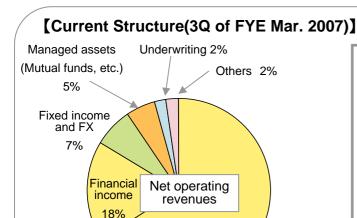
## **♦**Channel Strategy

Develop distribution channels mainly through alliance, in addition to own channels

#### ◆Investment Education Efforts

Enhance the 3 strategies above by heightening individual investors' literacy on finance and financial products through investment education efforts by Monex University, Inc.

## **Current and Future Structure of Revenues and Customers' Assets by Product**

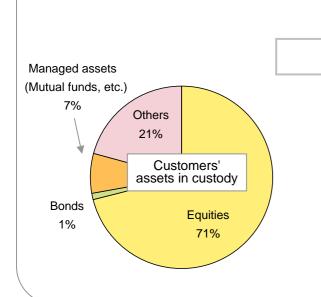


Brokerage

commission

revenues

66%

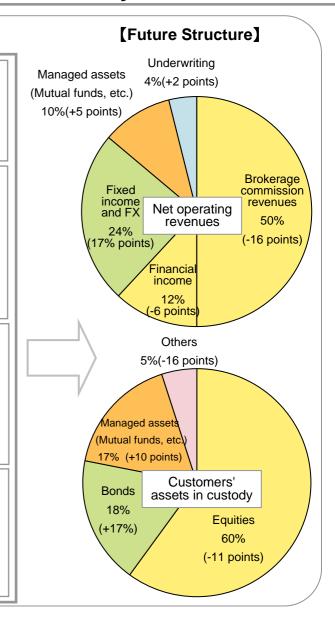


#### **Direction of Each Business Line**

- 1. Stock Brokerage Business
- Providing value-added services (Stock lending, enhanced trading tools, etc.)
- Expanding assets in custody as a main revenue source
- 2. Fixed Income and FX Business
- Fixed income business
   Expecting high growth potential as a substitute of bank deposits
   Originating/selling structured notes
- FX business Introducing new platforms and enhancing information service
- 3. Managed Assets Business

(Mutual funds, Alternative Investments, SMA, etc.)

- Creating flexible and open relationship with domestic/foreign financial institutions
- Providing innovative products such as alternative investments, algorithm trading-related products, etc.
- 4. Underwriting Business
- Continuously obtaining lead manager mandates through reinforcement of organization
- Strengthening the revenue source of the underwriting business by entering into M&A Advisory business, etc.

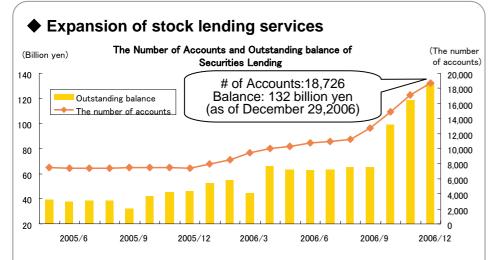


## Brokerage Business: Strengthening our original products and services

Gómez

2006年10月

## **■** Enhancement of Original Products



## ♦ Monex Night Time Trading: Expanding trading value

- Trading value: 45.6billion yen (3Q of Mar. 2007)
- Extended the "No Brokerage Commission" Campaign

## **♦**Providing useful trading tools and investment information

- Professional-oriented order scheme ("Stop Loss Order" etc.)
- Various alert mails (execution alert mail, price alert mail, etc.)



- No.1 in Useful Functions and Services
- No.2 in Financial Products and Market Information

(Gomez Online Securities Ranking released on Oct.2006)

## **■** For Investment Beginners

◆Supported the Launch of stock trading training game "Kabutore!"



- Easy !
- ·Useful!
- Understandable !

Monex supported KONAMI to develop a software for Nintendo DS launched on Dec.14<sup>th</sup>, 2006 Investment beginners can learn the basics of stock trading through the game

- **♦**Setting cheaper price system for cell-phone trading
  - Minimum Commission: 105 yen (0.105% of execution value)
     Revising our cell-phone trading commission due to its limited information compared to PC trading
- ♦Innovative "real time trading tool" scheduled for release
  - Gathering pre-launch trial members from mid-Feb.2007

## **Underwriting Business:**

## Performance exceeding the framework of an online brokerage firm

52.9%

2007/03

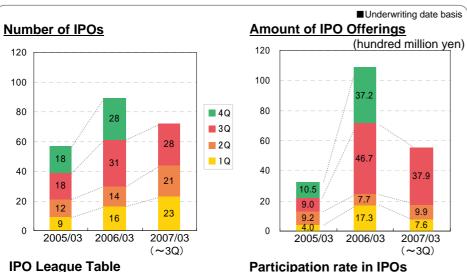
(~3Q)

52.7%

41.9%

2005/03 2006/03

#### ■Track Records



54%

52%

50%

48%

46%

44%

42%

40%

#### **IPO League Table**

(3Q of FYE March 2007)

Rank	Name	Deals
1	Mitsubishi UFJ	93
2	SBI E*TRADE	90
3	Monex	72
3	Nikko Citigroup	72
5	Shinko	71
6	Nomura	66
7	Daiwa SMBC	61
8	Mizuho Investors	52
9	Okasan	51
10	Takagi	44

- Source: I-N Information Systems, Ltd.
- **♦**Continuously obtaining lead manager mandates
- **◆**Continuously marking Top3 ranking in participation rate and Top10 in market share on IPOs

## ■4<sup>th</sup> track record of Lead Manager



- Bringing 3 companies to the TSE Mothers Market as lead manager, the most among online securities
- Experience in underwriting IPOs of many sectors led to the success of this IPO
- Effects of obtaining lead manager mandates on IPOs
- 1 Diversification of revenue source
- 2 Providing individual investors with attractive investment opportunities

- ♦ High quality investment bank by a small but professional team
  - •Taking market fluctuation risk into consideration, we will control the number of staff
- Establishing a revenue source other than IPO business
  - •Entry into the structured bond market, where market size is big but no online securities have fully entered yet
  - Entry into the M&A advisory service for synergy effect with IPO underwriting
- ◆China Capital Markets Desk
  - Underwriting support and research on IPOs in Japan for Chinese companies

## Fixed Income Business: Offering products to meet the needs of our customers

## **■**Providing Products to More Customers

#### **♦**Started distribution of structured notes

## JGB for Individuals

Monex has been a distributor since the 1st 10yr Issue and 3rd 5yr Issue

**Previous Line-up** 

Customer's assets continues to grow

#### Foreign Currency Denominated Bonds

Bonds that offer higher interest rates with foreign currency risk

Names with high credit rating such as World Bank

## Structured Notes

#### Yen Notes

~Knock-In-Dual Currency Notes~

The currency at redemption is determined once the exchange rate reaches a Knock-In Level during the observation period

For investors who seek higher yen rates with less foreign currency risk

## **♦**Offering investors choice in currency

Started a new service that customers can:

- •Reinvest coupon income and redemption proceeds of foreign currency denominated bonds in MMFs denominated in the same currency of the bond
- •Purchase new bonds using the balance of foreign currency denominated MMF

Interest and Proceeds at Maturity

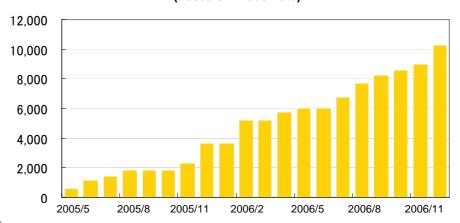


Foreign Currency
Denominated MMF

## ■Increasing Number of Bond Investors

- ◆A wide variety of products leading to an increase in the number of bond investors
- ♦100 Currency Unit World Bank Notes leading to widen the bond investor base

Accumulated Number of Foreign Currency Denominated Notes Investors (Based on Trade Date)



- ♦In preparation of expanding the structured notes business
  - Originating notes that meet the needs of our investors
- **♦**Monthly coupon payment notes
  - Currently in preparation of notes that pay coupon on a monthly basis

## FX Business: Introduction of new platform to enhance service

## ■Introduction of Monex FX pro

## ♦ Offering two trading platform to fulfill various needs

	マネックスFX Monex FX	マネックス FX pro Monex FX pro
Maximum leverage	10 to 12 times (Differ by currency pairs)	20 times
Tradable currency pairs	8	21
Minimum tradable amount	1,000 currency unit	1,000 currency unit
Risk control	Per account	Per position
Trading channel	PC(Windows,Mac), Mobile	PC(Windows)

#### •11 currencies and 21 currency pairs

Yen, US Dollar, Euro,
Australian Dollar, NZ Dollar,
Pound, Canadian Dollar,
Swiss Franc, Hong Kong Dollar,
Singapore Dollar, South African Rand



## Low margin rates to allow larger investment

Monex FX for beginners with simple trade scheme Monex FX pro for more experienced investors

#### ■Saxo Bank

- •The platform of Monex FX pro is supported by Saxo Bank, an internet bank based in Copenhagen, Denmark
- Saxo Bank has won numerous awards for its technology, products, and services



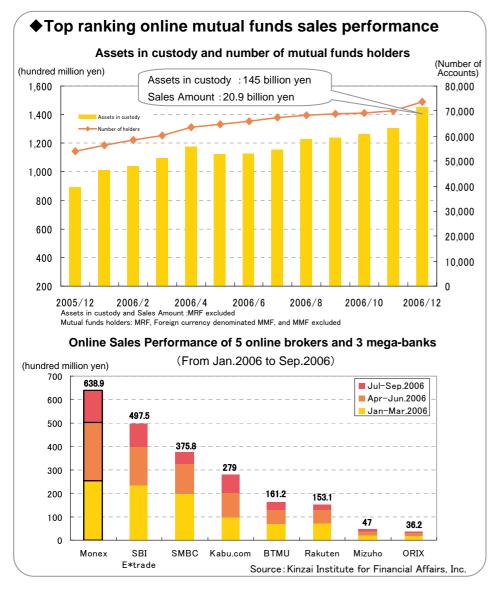




- ◆ Introducing new currency pairs, higher leverage to expand the trading opportunity
- Expanding trading channels, such as introducing download trading platform
- **♦** Enriching trading information and tools
- Preparing web contents for beginners
- Strategic Marketing to appeal to wider range of FX investors by providing two platforms

## Mutual Fund Business: Front runner among online distributors

## **■**Top-class online mutual funds sales forces



## ■ Attractive Investment Opportunities

- **◆**Expanding product line-ups and Services to meet customers' ongoing needs
- Launch of new original fund "Monex Asset Planning Fund"
   (From Jan. 26, 2007)
  - ⇒Investing in 6 worldwide asset classes, designed for beginners
  - ⇒No-load, and low-level management fee to improve investors' return
  - ⇒Investment Advisor: Ibbotson Associates Japan, an asset allocation expert

## ◆Promoting no-load funds and commission reductions

- 12 no-load funds added (Nov.2006)
   Total number of no-load funds: 31 Funds, Approx.50 billion yen (as of Dec.29)
- No-load fund campaign (Dec.2006)

- Launching new original funds to meet varieties of customers' needs
- ◆Regularly reviewing qualities of our products, to improve investors' investment return and diversify product lines
- ◆Promoting monthly auto-investment programs to assist long-term asset management
- ◆Redesigning the website to enhance usability

## Alternative Investments: World-class premium products to individual investors

## ■ Grand Success in the Sales of Two New Original Alternative Funds

- ◆"Premium Hybrid 2006"
  Monex Fund of Funds Series I
  Monex-HFR Private Equity Fund & Hedge Fund Investments 2006
  - First in the industry to provide individual investors with an opportunity to invest in world-class private equity funds and hedge funds
  - Enabling individuals to invest in private equity funds from 500,000 yen

#### Offering Period:

August 14th, 2006 to December 7th, 20006

Subscription Amount: 4.1 billion yen

Fund Launch: December 15th, 2006

Investment Manager : HFR Asset Management, LLC

Investment Advisor : Monex Alternative Investments



#### ■"Asia Focus"

- ◆"Asia Focus" Monex-Fullerton Asia Fund of Hedge Funds
- •Lowered the minimum purchase amount from 50,000 to 10,000 yen, enabling more customers to invest in alternative products

Investment Management Company: Fullerton Fund Services, Limited Investment Advisor: Monex Alternative Investments

•Total Assets: Approx. **10.4** billion yen, Sharp Ratio: **1.05** (As of January 17<sup>th</sup>, 2007)

- ◆"China Focus" Monex-Fullerton China Focus Fund
- Providing access to RMB-denominated China A shares, in which only limited Qualified Foreign Institutional Investors are allowed to invest

Investment Management Company: Fullerton Fund Services, Limited Investment Advisor: Monex Alternative Investments

Total Net Assets: Approx. 6.5 billion yen
 Net Asset Value: 12,802 yen (As of January 12th, 2007)

◆ Fund Performance and Volume (August 9th, 2006~January 12th, 2007)



- **♦**Strengthening the management team of MAI
- **◆**Expanding product lines
  - Continuous origination of new original alternative funds
- ◆Achieving timely and thorough disclosure of fund information
  - Utilizing Monex <Alternative> Mail, regular mail magazines

## **Topics**

## ■ "Kabu-Robo" Project

## trade-science

• Dec 18, 2006

Awarding ceremony of 1st Super Kabu-Robo Contest operated by Trade Science Corporation

- ⇒Selected 10 excellent automatic stock-trading programs (Kabu-Robos) among 6,246 participants
- From January 2007

Started a test in the actual stock market of the 10 selected Kabu-Robos ⇒Scheduled to examine the asset management ability of Kabu-Robos which will manage 500 million yen (50 million yen per Kabu-Robo) until July 2007

From Fiscal Year 2007
 Scheduled to release products and services such as mutual funds,
 SMA and Wrap Account Services/Trading Tools managed by Kabu-Robos

#### **■**Life Insurance Business

## Net Life Planning Co., Ltd.

- On Oct 23, 2006, established by MBH and Asuka DBJ
- •Research and planning company to establish a new style life insurance company utilizing the internet as a main sales channel.
- Planning life insurance products and services which pursue consumer convenience by combining cutting edge internet technology and knowledge on life insurance products
- Will determine additional capital for establishment of a life insurance company

## **■**Entry into the M&A Business

## WRHAMBRECHT& CO JAPAN OpenIPO®

- Enforcing the management & corporate structure and enforcing the M&A advisory business
- Will support wide domestic and overseas M&A's deals by leveraging a network of US WR Hambrecht, a shareholder of WR Hambrect & Co., Japan.
- Plan to provide MBO arrangement, management consulting, and industry research services.
- Continue to realize introduction of OpenIPO®, a Dutch Auction System introduced by US WR Hambrecht first in the world.

## ■ SNS Community Site for Individual Investors



- Planning to support an SNS style community site "Everyone's stock", operated by Masstune Co., Ltd., which will start operation in the spring of 2007.
- Planning to provide Monex's customers with exchange place of information on investment.



## Providing appropriate educational opportunities of investment for many people

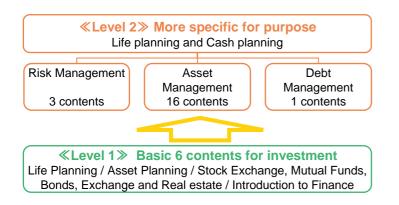
## ■ Holding Seminars and Improving e-learning Services ■ Improving Financial Literacy

## **♦**Offline services: Providing various types of seminars

- Educational Seminars
  - 131seminars, 16,546 participants. (From April to December 2006)
  - Holding seminars throughout Japan
  - Segment targeted seminars also held
- IR seminars
  - 10 companies, 1,868 participants (From April to December 2006)
  - High reputation as an interactive IR seminar

#### ♦Online services: e-learning service: "Monex Campus"

- Fall 2006
   Launched 6 lessons on Level1 (Basic Course) and 2 lessons on Level 2 (Advanced Course)
   Increasing up to 20 lessons on Level 2
- Approx.3,000 students have subscribed



#### ♦ "Kabu-no-Gakko" (School of Stocks)

- Held "Kabu-no-Gakko" in January and December of 2006 for elementary and junior high school students
- Published a book on experiences of participants of "Kabu-no-Gakko"



## ♦ "Monex Money Seminar"

- Serial Advertisement on nationwide newspaper every Sunday from October 2006 for a year
- Easy-to-read contents on many themes about money and investment



## ■ For the Standardization of Investment Literacy

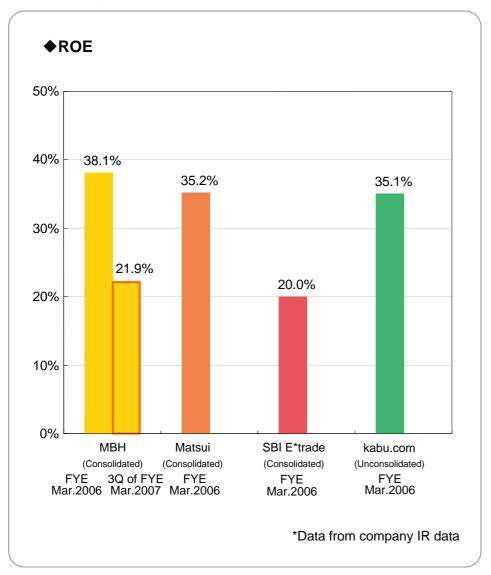
## **♦** Approaches for "Money Certification Test"

- A certification test to evaluate the investment literacy of individual investors
- Planning to invite intellectuals from outside of the company for high credibility
- Alliance with well-known Japanese money magazine Planning a collaboration event in March 2007

- 1. Financial Results
- 2. Business Strategy and Future Development
- 3. To our Shareholders
- 4. Appendix

## **ROE** and Dividend

## **■**Pursuing Investment Return to Our Shareholders

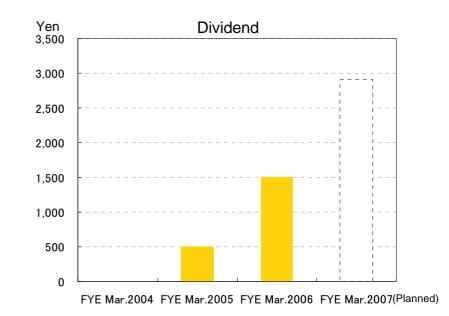


## ◆Dividend & Payout Ratio

 Dividend payout ratio: approx. 50% of previous year's Net Income of subsidiary, Monex,Inc.

⇒Dividend for FYE Mar.2007 2,900 yen (Planned)

Sustaining high dividend payout ratio



[Online Securities Dividend Payout Ratio for FYE March 2006]

MBH(Consolidated)	26.4%
Matsui (Consolidated)	29.9%
SBI E*trade (Consolidated)	29.7%
kabu.com (Un-Consolidated)	22.5%
*Data from company IR data	

## **Disclosure**

## **■**Clear and Timely Disclosure

## **♦**Clearest disclosure among the industry

Disclosure	Frequency	Language	Started
Accounts, etc.	Weekly/Monthly	English Japanese	1999
Operating Revenues	Monthly	English Japanese	2005
Ordinary Income	Monthly	English Japanese	2006

#### **♦**Timely disclosure for overseas investors

	Type of Investor	Type of Disclosure	Frequency	Language	
Financial Announcements	Individual Investor	Conference	Quarterly	Japanese	
	Institutional Investor (Including Overseas	Conference	Semi annually	Japanese	
	Institutional Investors)	Conference Call	Quarterly	English Japanese	
		IR Meetings	Quarterly	English Japanese	
		Overseas IR Meetings	Semi annually	English	
Press Releases	Individual/Institutional Investors & Media	Press Release	Timely	English Japanese	

#### **♦** Major shareholders and share distribution map

(Recorded as of the end of September 2006)

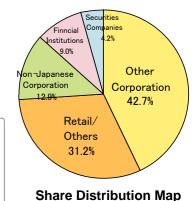
#### Top 3 major shareholders

Nikko Cordial Corporation	26.29%
Oki Matsumoto	11.10%
Sony Corporation*	10.25%

\*The Fund's Reports to the Ministry of Finance submitted since above indicate changes as below

- December 11, 2006: Sony Corporation......7.75%
- •January 15, 2007:

Delta Partners LLC and others ......8.55%



#### **♦**Communication with our Stakeholders

- General shareholder meeting held on Saturdays
   Holding our shareholder meeting on Saturdays for the convenience of individual investors
- Daily E-mail Message by CEO, Oki Matsumoto

Daily E-mail Message since 1999 on CEO's perception

regarding various topics

·CEO at Monex Lounge@Ginza

Holding twice a month at the Monex Lounge@Ginza

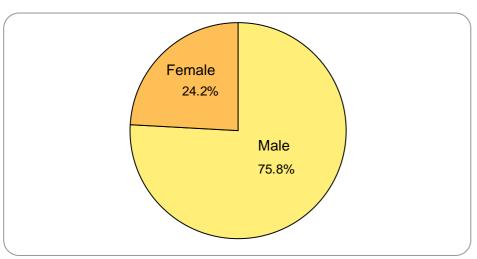
Answering to stakeholders' questions on various topics from products and services to business policies



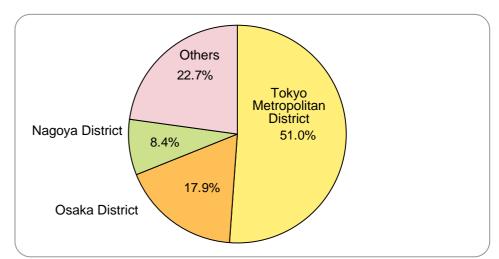
- 1. Financial Results
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## **Customer Portfolio (As of December 31, 2006)**

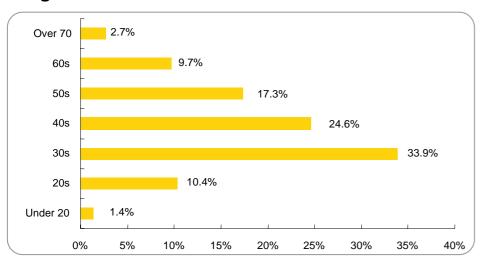
## **■**Gender



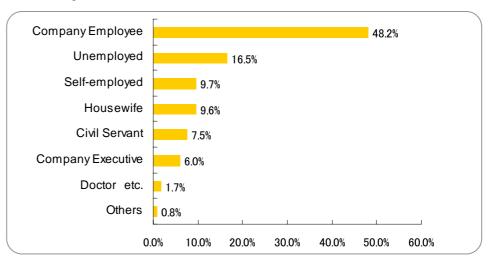
## **■**Location



## ■Age



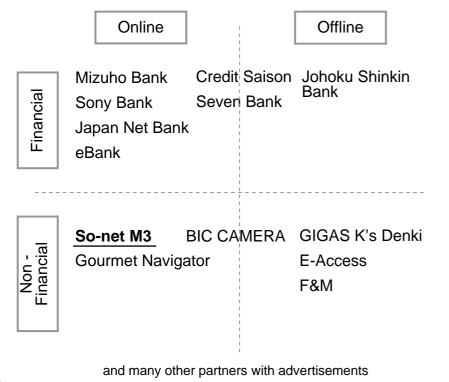
## **■**Occupation



## **Marketing Strategy**

#### **■**Business Partners

- ◆ Promoting partnerships with high business affinity regardless of Online/Offline channels and Financial/Non-Financial Industries
  - Partnership with "So-net M3, Inc.", which manages a portal site for people engaged in medical related services in December 2006
- ◆ Map of main partners



## ■Advertising Strategy

**♦** Penetration of the Monex brand by unification of design







- Creating unified communication tools
  - Renewal of the starter kit and letters sent out to customers
- Measuring effects of advertisement of magazines and webs

- **◆** Business Partners
  - Constructing a closer relationship with proven partners
  - Promoting partnerships with high affinity business such as So-net M3
- **◆** Advertisement Strategies
  - Continuing the Plan-Do-Check-Action cycle marketing
  - Cooperating with events such as an opening event for "Kabutore!"

## Competitive Services and Products: For all customers' satisfaction

(As of January 17, 2007)

		Equity						xed ome	Mutual Fund		Alternative		Others			
	In-house Margin Trading	Stop Loss Order	China Stock	U.S Stocks	Night Time Trading (PTS)	Small Unit Trading (MINI KABU)	Stock Lending	JGB/ Foreign Bonds	Auction	Monthly Purchase Plan	China/ India Equity Fund	High Diversified	Low Diversified	Commodi ties Futures	FOREX	Credit Settle- ment Through MRF
Monex	<	<b>✓</b>	1		<b>✓</b>	<b>✓</b>	11	1	11	<b>✓</b>	✓	11	1	11	1	1
SBI E*TRADE	1		1	1				1		1	✓		1		1	1
Matsui	1		1												1	
Rakuten	1	1	1	1				1			1		1		1	
Kabu.com	1	1			1	1				1	1					
Joinvest	1					1										

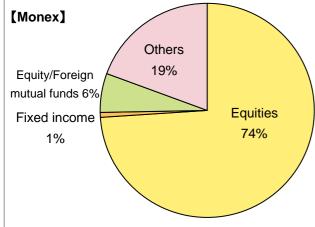
✓✓: Available only at Monex among 6 brokers above ✓: Available blank: Not Available

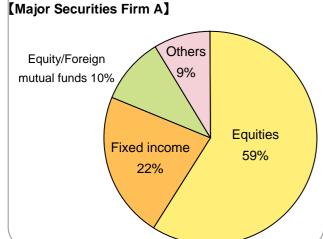
Source: Corporate IR information, etc.

## **Comparison with Major Securities Firm**

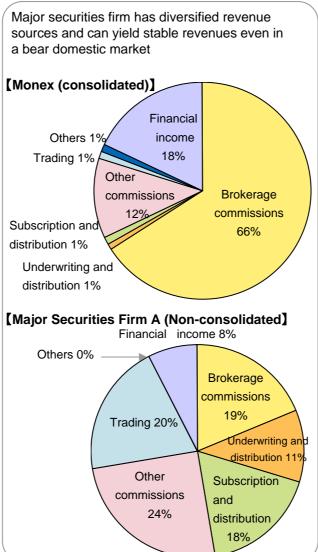
## ■Customers' assets in custody (as of September 30, 2006)

Although Monex has diversified Customers' assets as an online broker, compared to that of major securities firm, the portions of bonds, equity/foreign mutual funds are still small and there is huge space to cultivate.

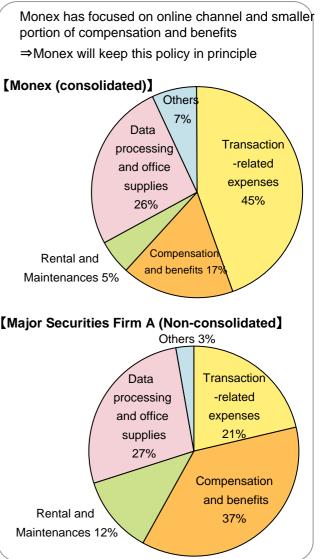




## ■Net Operating Revenues 2Q of FYE Mar. 31, 2007 (3 months)



## ■SG&A 2Q of FYE Mar. 31, 2007 (3 months)



## The Monex Group

## MBH Monex Beans Holdings, Inc.

(as of January 23, 2007)



Investment Education for all Individual Investors

(Investment Ratio) MBH: 70%



10%



10%



Monex, Inc.

**Premium Online Financial Institution** 

(Investment Ratio) MBH: 100%

# Monex Alternative Investments. Inc.

**Providing the Best Alternative Investment** Products to Individual Investors

(Investment Ratio) MBH: 55%

Asuka Asset Management: 45%

## trade-science

**Trade Science Corporation** 

**Next Generation Asset Management** utilizing Artificial Intelligence

(Investment Ratio) MBH: 34%

₩if 早稲田情報技術研究所: 66% (Waseda Information Technology)

## **Net Life Planning**

Net Life Planning Co., Ltd.

Research and Planning on Life Insurance Business

> (Investment Ratio) **MBH: 50%**

Asuka DBJ Partners LPS: 50%

Monex Business Incubation, Inc.

Discovery and Incubation of New Businesses

(Investment Ratio) MBH: 100%

#### WRHAMBRECHT&COJAPAN

Aspiring to Introduce a New IPO M&A Advisory Service

(Investment Ratio) MBH: 33.3% : 33.3% WRHAMBRECHT+CO

ZenShin Capital Partners II, L.P.: 33.3%