

# Financial Results of 1<sup>st</sup> Half of the Fiscal Year Ending March 31, 2007

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## **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.

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# **1. Financial Results**

## **2. Business Model and Future Development**

## **3. Appendix**

## Summary

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### ■ Strengthening our Origination Capability and Creating a Differentiated Business Model among Competitors

#### Developing a platform as the one and only “Online Investment Bank” in the world

I . In spite of the bearish market in Japan, revenues and profits, as well as customers’ assets under custody increased on the same period last year

◆ Net Operating Revenues (6 months)	16,034 million yen	(+10.7% vs. first half of FYE 2006)
◆ Ordinary Income (6 months)	8,862 million yen	(+ 3.1% vs. first half of FYE 2006)
◆ Net Income (6 months)	4,999 million yen	(+13.0% vs. first half of FYE 2006)
◆ Customers’ assets in custody	2,004 billion yen	(+14.1% vs. first half of FYE 2006)

II . Focusing on adding more values to customers and providing differentiated products and services

- ◆ Introduction of two new alternative funds following “Asia Focus”
- ◆ Expansion of fixed income business mainly through World Bank Notes related products  
(Sales of zero-coupon bonds, development and penetration of Dutch auction system)

III . New efforts to enhance customer relationship

- ◆ Promoting communication with customers through enhancing “Contact Center”
- ◆ Start of “52weeks Monex Money Seminar” on the nationwide newspaper and e-learning service “Monex Campus”

## Financial Summary : 1st Half of FYE Mar. 31, 2006 vs. 1st Half of FYE Mar. 31, 2007

(in million yen, %)

	First Half of FYE Mar. 31, 2006 (Apr. 2005-Sep. 2005)	First Half of FYE Mar. 31, 2007 (Apr. 2006-Sep. 2006)	Change
Operating Revenues	15,196	16,832	+10.8%
Net Operating Revenues	14,481	16,034	+10.7%
SG&A	5,650	7,211	+27.6 %
Operating Income	8,830	8,822	-0.1 %
Ordinary Income	8,593	8,862	+3.1 %
Net Income	4,425	4,999	+13.0 %

(in million yen, %)

	First Half of FYE Mar. 31, 2006 (as of Sep. 30, 2005)	First Half of FYE Mar. 31, 2007 (as of Sep. 30, 2006)	Change
Total Assets	287,114	335,746	+16.9 %
Shareholders' Equity	32,360	42,781	+32.2 %
Capital Adequacy Ratio of Monex,Inc.	450.5 %	469.2 %	-

## Financial Summary : 1Q of FYE Mar. 31, 2007 vs. 2Q of FYE Mar. 31, 2007

(in million yen, %)

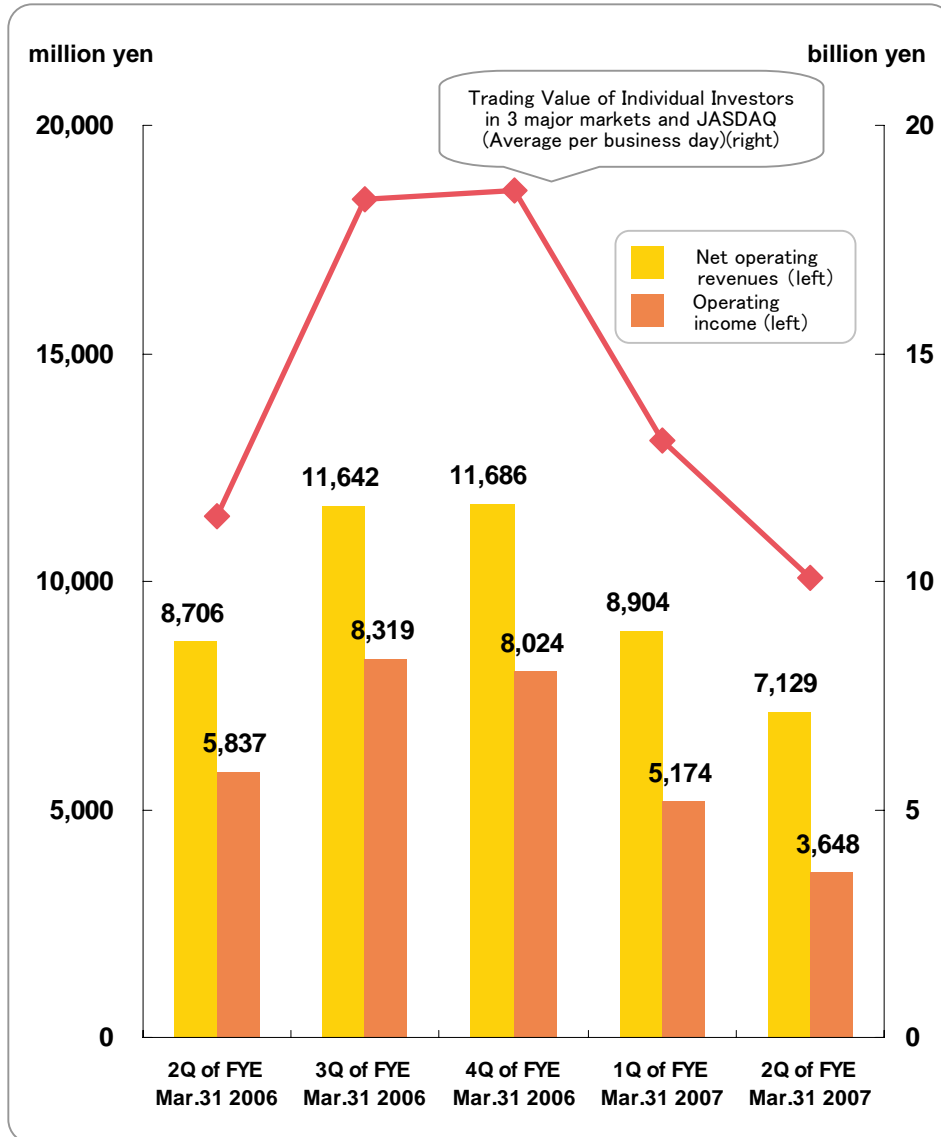
	1Q of FYE Mar. 31, 2007 (Apr. 2006-Jun. 2006)	2Q of FYE Mar. 31, 2007 (Jul. 2006-Sep. 2006)	Change
Operating Revenues	9,335	7,496	-19.7%
Net Operating Revenues	8,904	7,129	-19.9%
SG&A	3,730	3,481	-6.7%
Operating Income	5,174	3,648	-29.5%
Ordinary Income	5,229	3,632	-30.6%
Net Income	2,944	2,054	-30.2%

(in million yen, %)

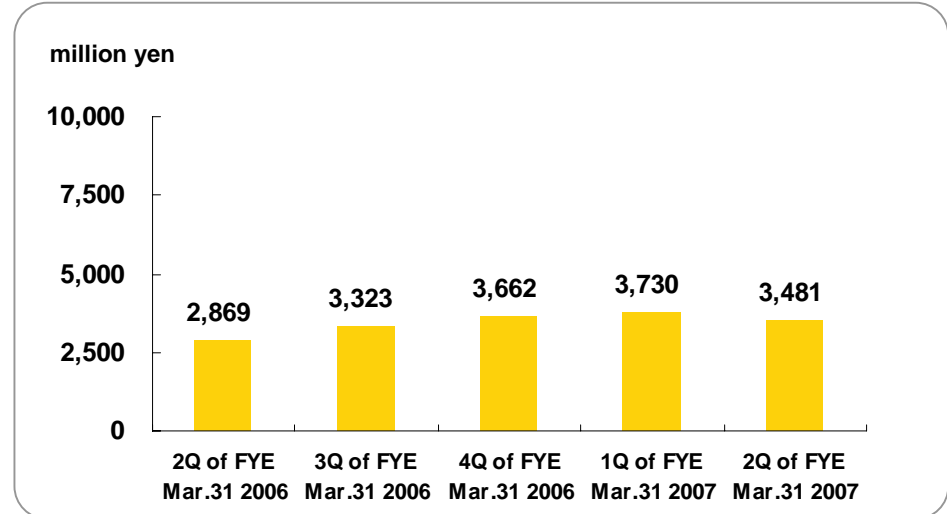
	1Q of FYE Mar. 31, 2007 (as of Jun. 30, 2006)	2Q of FYE Mar. 31, 2007 (as of Sep. 30, 2006)	Change
Total Assets	378,926	335,746	-11.4%
Shareholders' Equity	40,694	42,781	+5.1%
Capital Adequacy Ratio of Monex, Inc.	415.9%	469.2%	-

# Financial Summary : Financial Highlights (Quarterly trend)

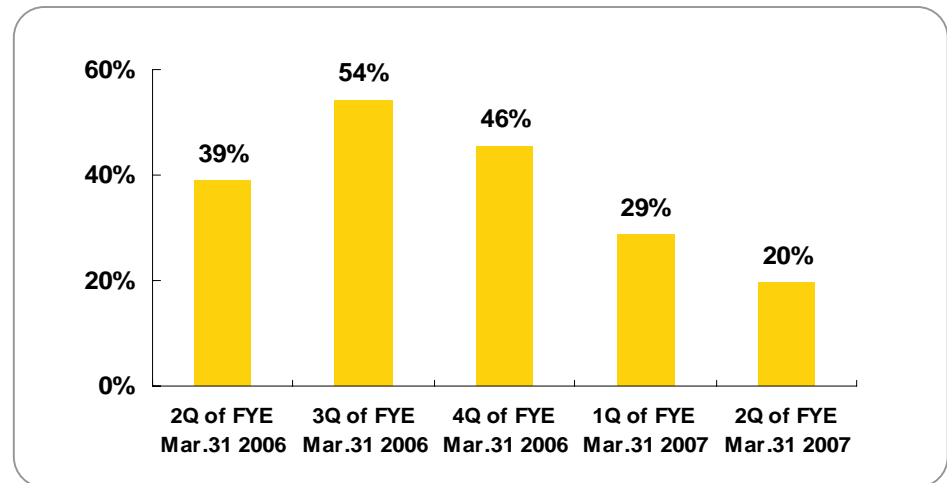
## ■ Net operating revenues and Operating Income



## ■ SG&A



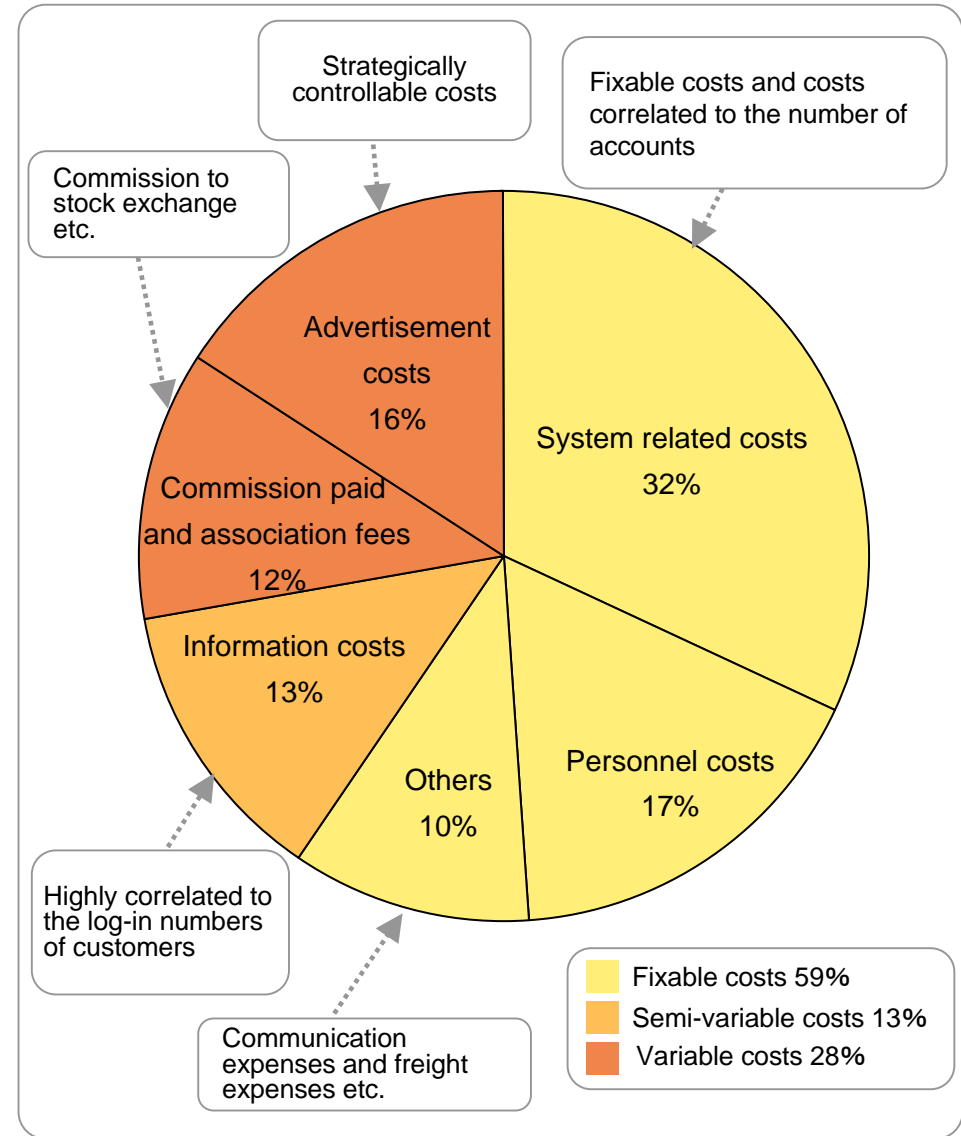
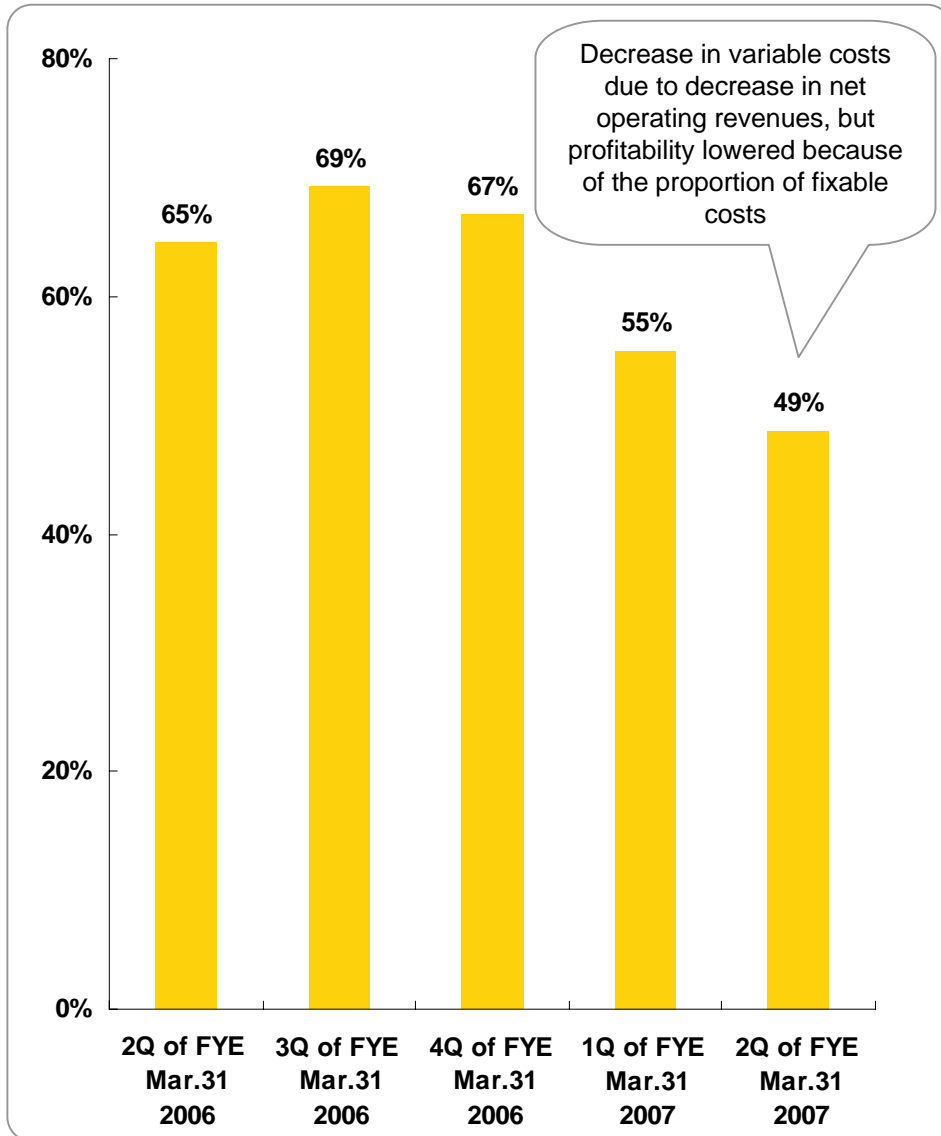
## ■ ROE (Annualized)



ROE = (quarterly Net Income × 4) ÷ ((quarterly beginning Shareholders' Equity + quarterly ending Shareholders' Equity) ÷ 2)

# Financial Summary : Profit Margin and Cost Structure

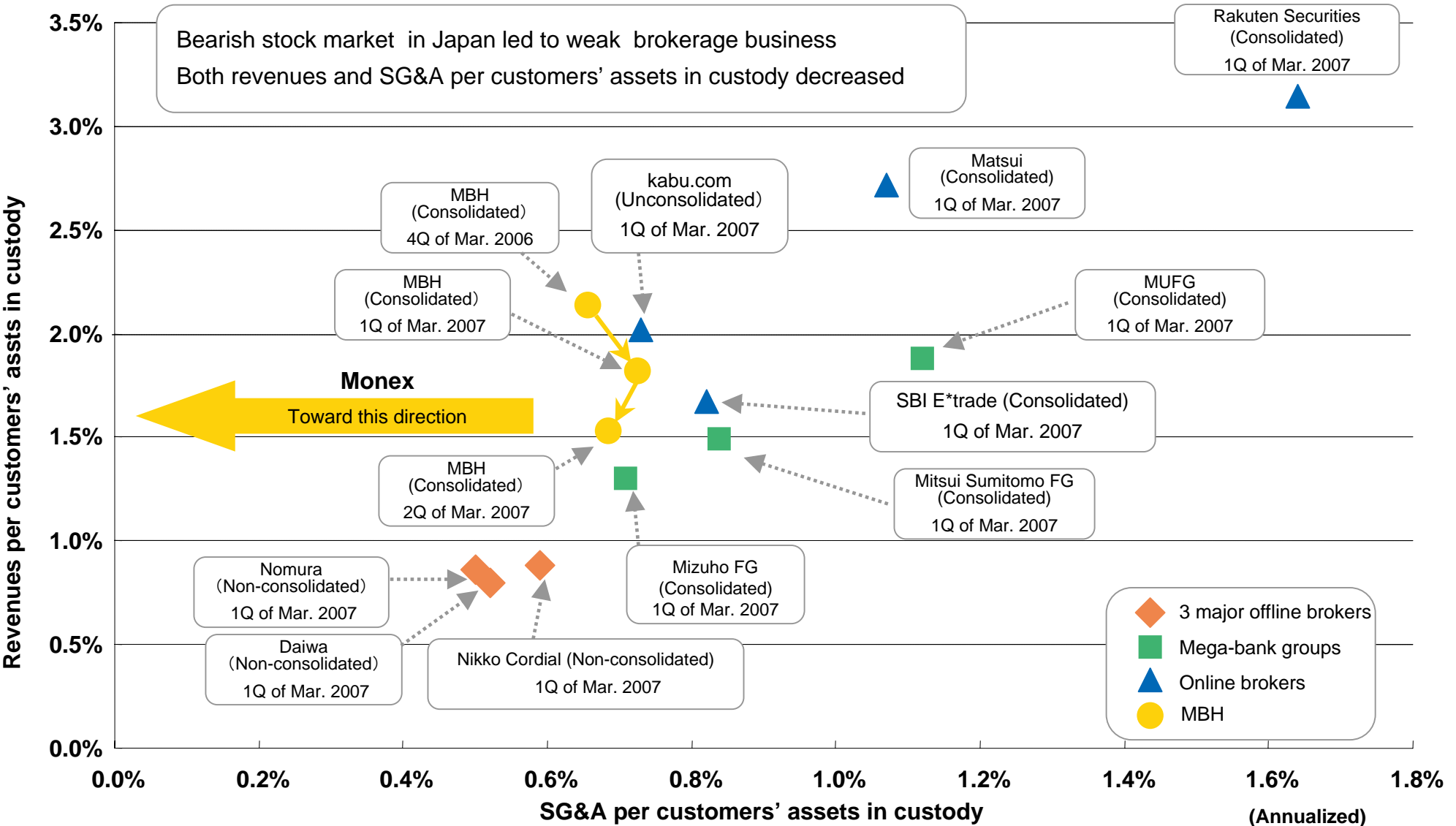
## ■ Profit Margin (Operating income/Operating revenues) ■ Cost structure (2Q of FYE Mar. 2007)





# Financial Summary : Revenues/SG&A per Customers' Assets in Custody

(Annualized)



MUFG, Mizuho FG and SMBC : Customers' assets in custody = Total assets, Operating revenues = Gross profits, SG&A = General and administrative expenses

1. Financial Results

**2. Business Model  
and Future Development**

3. Appendix

## Mission Statement

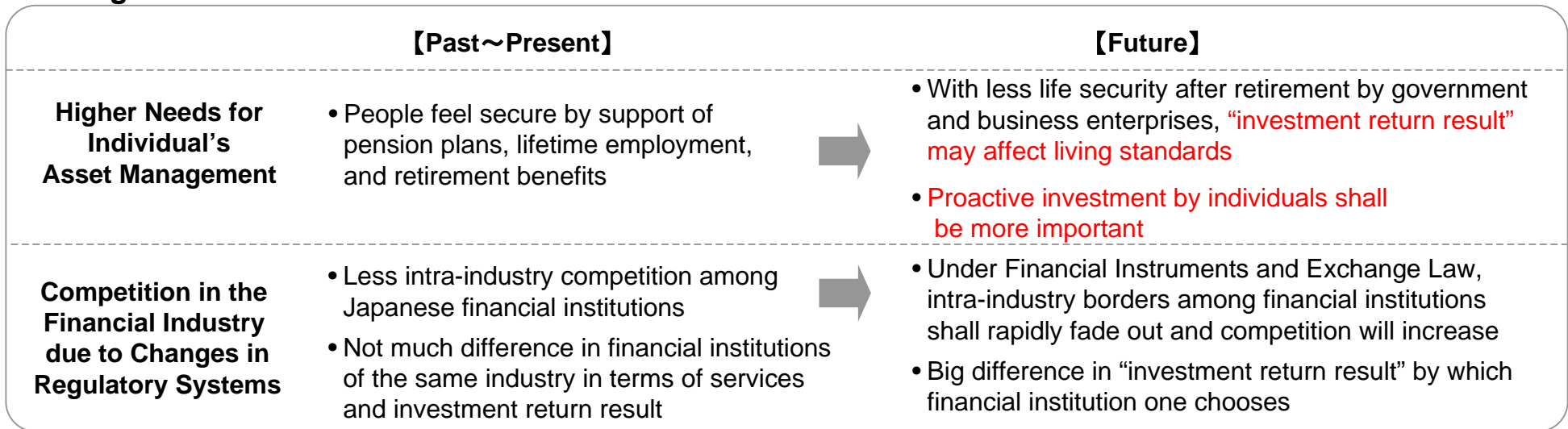
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- ◆ **Take position as a total financial service provider, not just as an online brokerage firm**
- ◆ **Offer comprehensive products and service line-ups with “World Class Quality”**
- ◆ **Support passive investors to manage his/her financial assets efficiently**
- ◆ **Strengthen “Products Origination Capability”**
- ◆ **Pursue less operating cost /  
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 and Monex's Positioning

With Japanese population having started to decline and economic growth slowing down, we are facing changes in individual's investment needs and competitive environment of financial institutions

### ■ Recognition of environment



### ■ Our goals

#### ◆ To become a Premium Online Financial Institution

- Providing products and services truly needed by customers
- Providing the right product to the right customer through the internet
- Becoming closer to our customers

#### ◆ To provide high quality investor education

- Promoting customers' further understanding of our products and services, and supporting improvements in their investment needs through activities of Monex University

## Action Plans

### ■ Three principal strategies and creating a fundamental environment supporting those strategies

#### 【Three Principal Strategies】

##### ◆ Products

In order to deliver right products and services to our customers

##### 【Basic Concept】

To supply products through Monex's capability to originate various financial products, and alliance with external financial institutions

- Equity
  - Strengthening IPO underwriting capability
  - Providing more specialized investment information
  - Developing trading tools
- Fixed Income Products and FX Trading
  - Introducing new fixed Income products
  - Enhancing FX trading services
- Mutual Funds and Alternative Investments
  - Developing new alternative investment related products and SMA services

##### ◆ Customer Relationship Management

In order to provide the right product the right customer through the internet

##### 【 Basic Concept 】

To enhance CRM as a measure to deliver products and services which fit customers' needs in a timely and effective manner

- Starting CRM project, utilizing outside resources which have insights and experience in CRM
- To cross-sell Monex's various products and services under CRM strategy

##### ◆ Distribution Channel

In order to become closer to our customers

##### 【 Basic Concept 】

To develop original internet distribution channel, reinforcing Monex's brand, marketing capability and customer support capability

- Alliance with financial institutions and other business corporations as a core strategy
- Without creating own off-line distribution channel
- Keeping a distance to enter competition for acquiring distribution channels

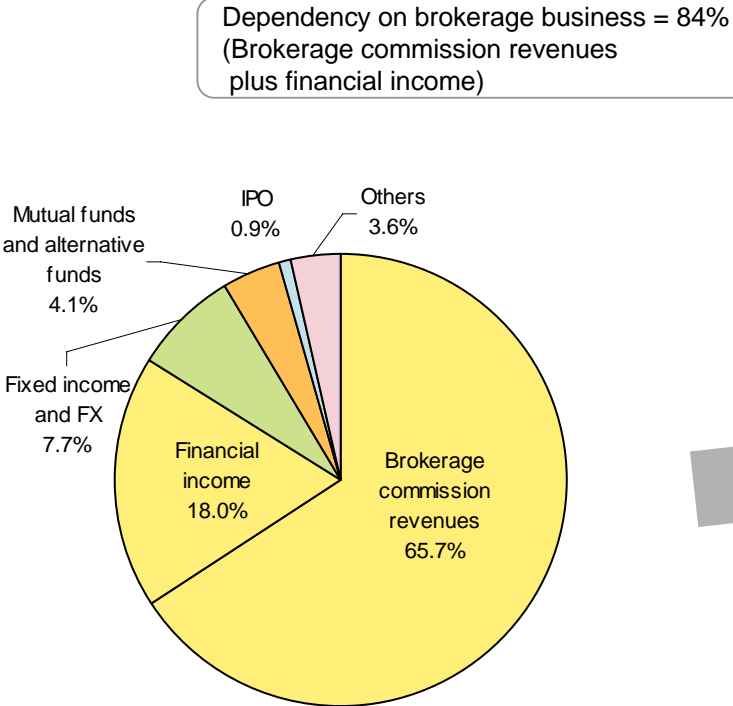
#### 【Fundamental Environment】

##### ◆ Investor Education

- Further enhancing above strategies by deepening individual investor's understanding on finance and financial products through Monex University's educational activities

# Current and Future Revenue Structure by Product

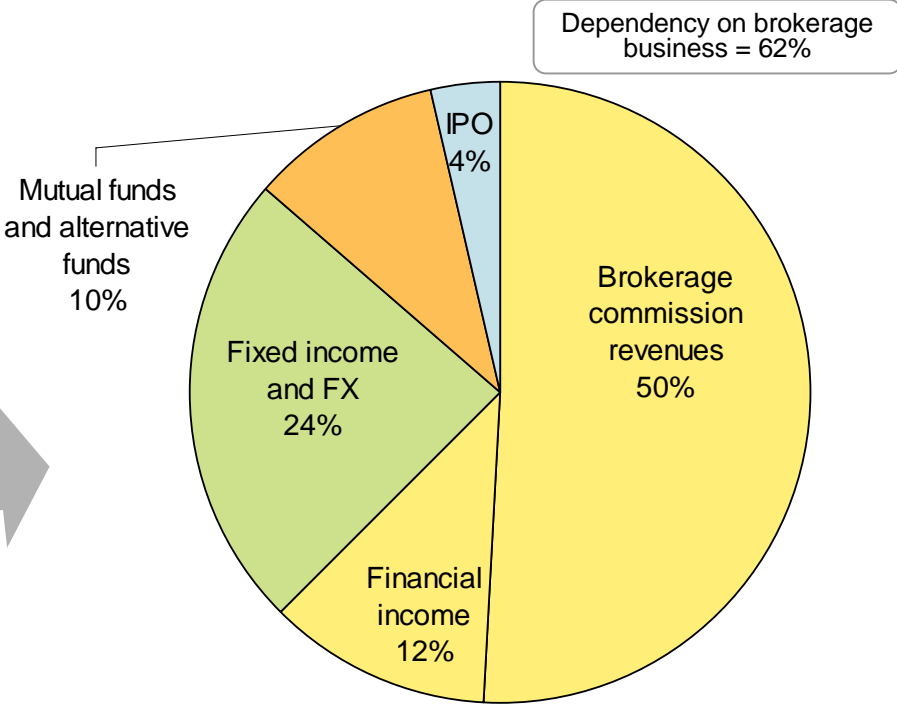
## Current revenue structure (2Q of FYE Mar. 2007)



- ◆ Customers' assets in custody : approx. 2 trillion yen (as of September 30, 2006)  
Equity assets =74% of assets
- ◆ Ratio of revenues per customers' assets in custody : 1.50%

**Strong dependency on stock brokerage business (84%)**  
**High volatility in revenues vulnerable to market trends**

## Future revenue structure

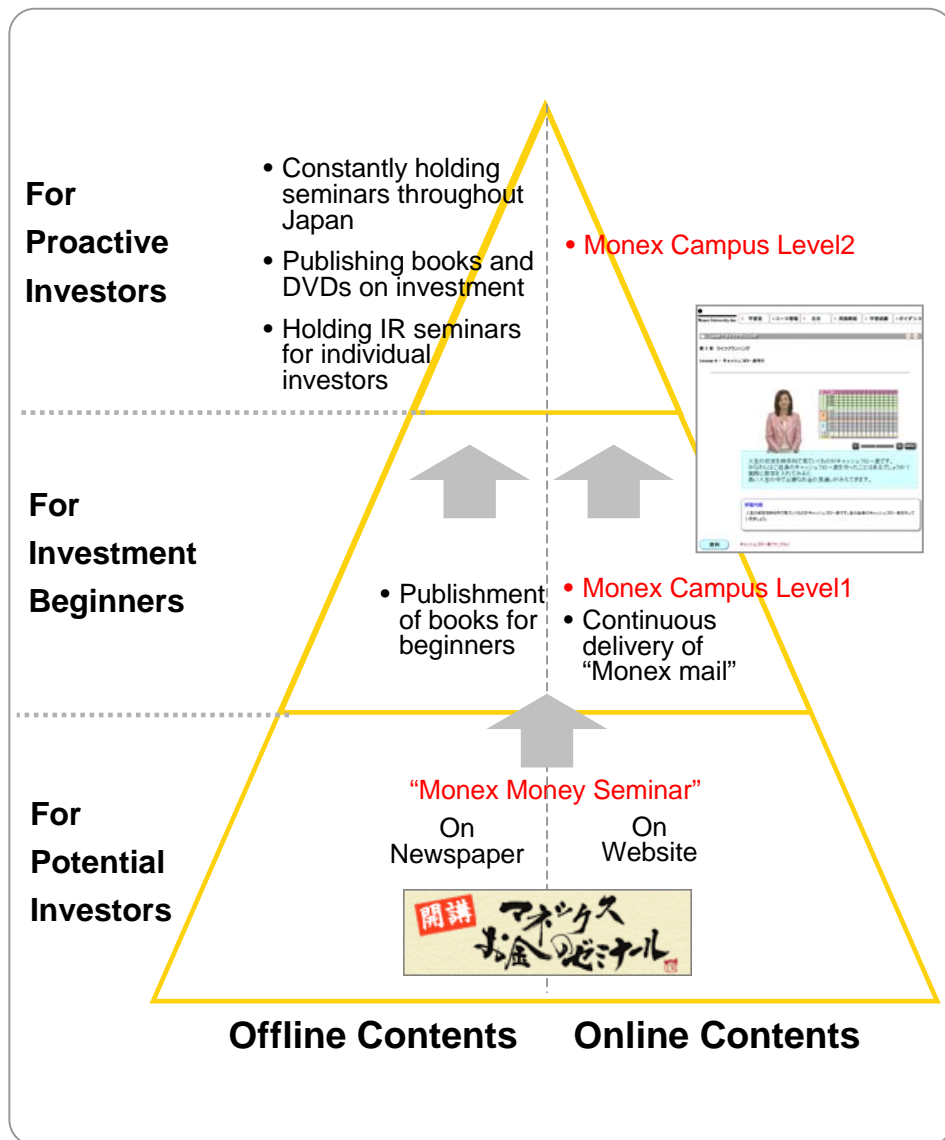


- ◆ Customers' assets in custody :  
Strong growth in managed assets businesses (Fixed income, mutual funds, alternative funds and SMA)
- ◆ Revenues per customers' assets in custody :  
Lowering volatility through diversification of revenue sources, not anticipating increase in profitability

**Increasing customer's assets in custody by providing original products and services to customers**  
**Establishing a solid and diversified revenue base**

Providing high quality educational opportunities of investment for many people

## ■ Providing contents for all types of investors



## ■ Broadening investment learning opportunities

### ◆ Launching "Monex Campus"

Monex's know-how on education for individual investors



NetLearning's know-how on e-learning services

Monex's e-learning service:  
"Monex Campus"

- 1,000 monitors participated in our trial campaign in 1Q of FYE Mar. 2007
- Launched level1 (Basic), a package of 6 basic courses in September 2006
- Planning to launch level 2 (Intermediate), coming soon

## ■ Growing the number of Japanese individual investors

### ◆ "Monex Money Seminar"

- As a part of our CSR Activities, we are providing easy-to-read contents on stocks and bonds, features of financial products, asset allocation, etc. for people who have not realized the necessities of investment
- We have serialized "Monex Money Seminar" on nationwide Asahi Newspaper (8 million copies sold) on Sundays, for 52 weeks from October 1st
- Back numbers of "Monex Money Seminar" are also available on Monex's Website

# Brokerage Business : Strengthening our original products and services

## ■ Answering to the diverse needs of customers

### ◆ Enhancement of product line-up

- Started offering of Fukuoka stock exchange and Sapporo stock exchange listed stocks
- Developing innovative tools that enable “next generation” trading
- “Nikkei 225 Mini” trading service started in August
  - Futures and Option accounts +30% (October vs. August)
  - Number of Futures and Option trades +200% (October vs. August)

### ◆ For a more comfortable trading environment

- Continual enhancement of web site usability
- Enhancement of help function and investment educational contents



**Online Securities Ranking**  
 Overall Ranking **No.2**  
 Usability of Website **No.1**  
 Useful Functions and Services **No.1**

**Ranking by Investor Class**  
 For Investment Beginners **No.1**  
 For Analytical Investors **No.2**

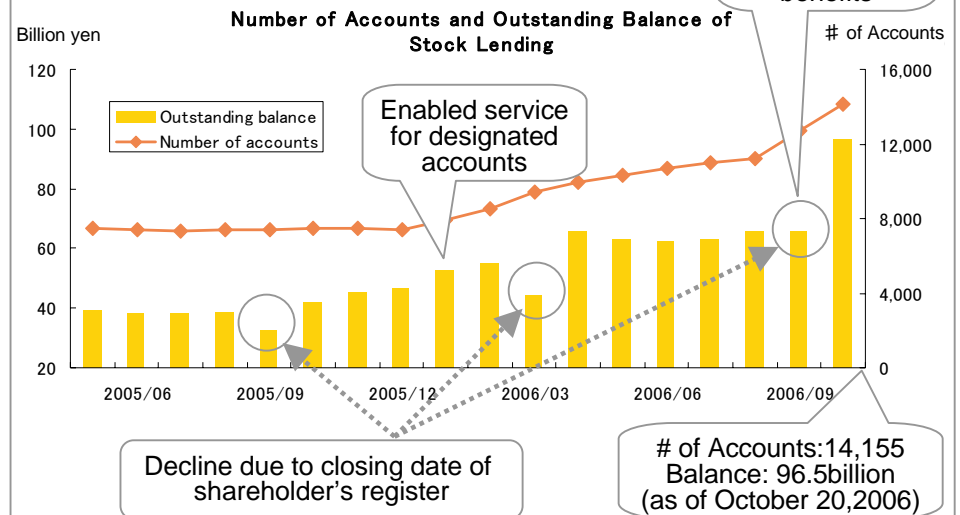
### ◆ For investment beginners

- Start of “First Time Hotline”  
 Full support for first time customers by highly experienced operators
- Stock trading training game “Kabutore!”  
 Supported Konami to develop software for Nintendo DS  
 Providing trading know-how to a wide range of Nintendo DS users



## ■ Expansion of stock lending services

### ◆ Rapid increase in the number of accounts and outstanding balance of stock lending



### ◆ Enhancements of Stock Lending Service

- Jan. 2003 Started stock lending service
- Jan. 2006 Enabled the service on designated accounts
- Sep. 2006 Enabled automatic receipt of shareholder's benefits
- Sep.~Dec. 2006 Raised stock lending interest rates from 0.14% p.a. to 0.5% p.a.
  - ⇒ Number of accounts +26% (October 20, 2006 v.s. August 31, 2006)
  - Outstanding balance +47% (October 20, 2006 v.s. August 31, 2006)

**Aiming for further recognition of this original service that supports long term asset management for our customers**



## Advantage in market scale as pioneer in the operating of the PTS market

### ■ Steady expansion since start of service

#### ◆ History of Monex Night Time Trading

Jun. 2001 Started service as Japan's first Proprietary Trading System(PTS) for individual investors

Aug. 2005 Started one coin trading (500 yen per trade)

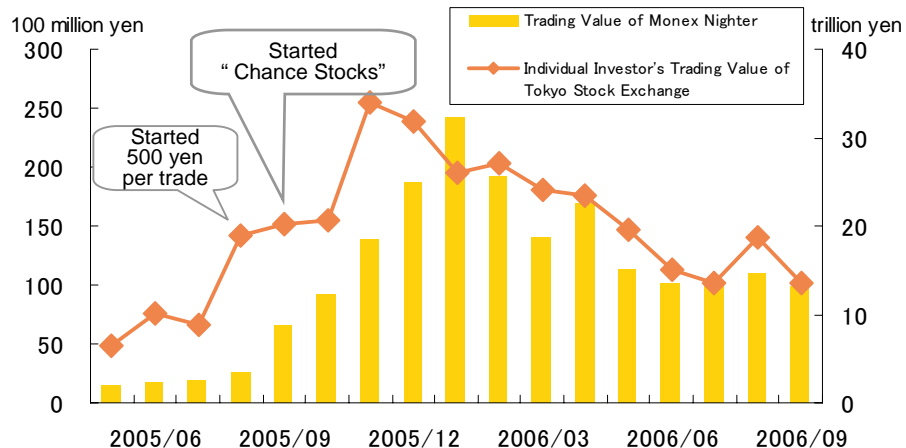
Sep. 2005 Started "Chance Stocks" (※)

※Chance Stocks : Stocks that can be traded at a special price determined by Monex in response to the demand request from qualified institutional investors. The trading price is set within a range of ±7% of the official closing price.

**Stable operation of system for 5 years and 9 months since start of service**

#### ◆ Trading Value

##### Trading Value of Monex Night Time Trading

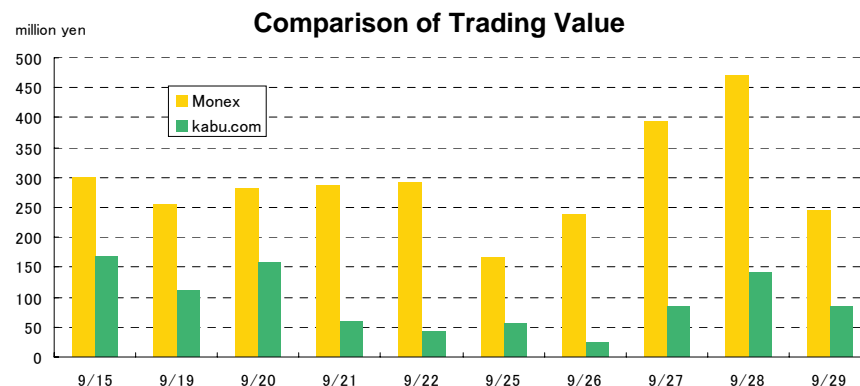


Source Tokyo Stock Exchange, Inc.

※Trading volume: using buying volume + selling volume adjust to Tokyo Stock Exchange's data

### ■ Comparison with kabu.com

#### ◆ Comparison in Trading Value of Night Time Trading



Source Monex, Inc. company data and kabu.com Securities Co., Ltd. company data

#### ◆ Comparison on type of trading

	Monex	kabu.com
Trading hours	17:30~23:59	19:30~23:00
# of Stocks Offered	More than 3,000	300
Price	Closing Prices of Stock Exchange (Fixed)	Auction system

##### 【Why we provide Monex Night Time Trading at fixed price】

By providing fixed prices, there shall be :

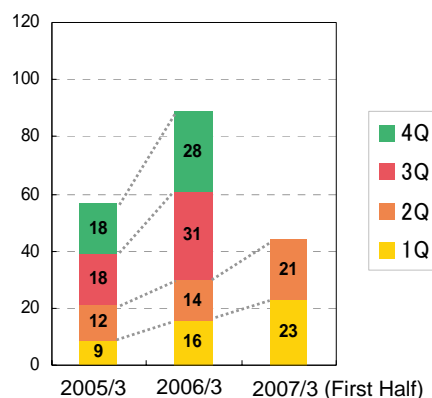
- Less information discrepancy
- More trading opportunities

We will continue to aspire to be a clear and fair PTS market

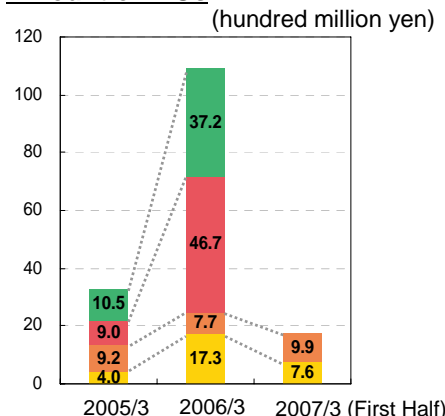
**Increasing liquidity by expanding providers of "Chance Stocks" and securities firm participants to our PTS market**

### Track records

#### Number of IPOs



#### Amount of IPOs (hundred million yen)



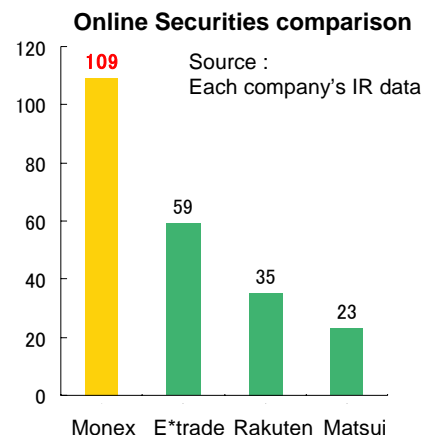
#### IPO League Table

(First Half of FYE March 2007)

Rank	Name	Deals
1	Mitsubishi UFJ	55
2	SBI E*TRADE	53
3	Monex	44
4	Shinko	42
5	Nikko Citigroup	37
5	Nomura	37
7	Daiwa SMBC	35
8	Mizuho Investors	33
9	Okasan	31
10	SMBC Friend	26

Source: I-N information systems, Ltd.

#### Amount of IPOs (FYE March 2006)



◆ Continuously obtaining lead manager mandates

◆ Continuously marking Top3 ranking in participation rate and Top10 in market share on IPOs

### Fulfilling needs of individual and corporate customers

#### ◆ Providing Investor Education

- Holding IR Workshops for individual investors  
Held 9 times, with over 1,400 participants from April to September 2006

#### ◆ Online Lottery Allocation on IPOs and POs

- Fair allotment of IPOs for individual investors
- The advance booking system allows better understanding of the issuer company to individual investors

#### ◆ China Capital Markets Desk

- Underwriting support and research on IPOs for Chinese companies

### For Further Growth

#### ◆ High quality investment bank by expert minorities

- Taking market fluctuation risk into consideration, we will control the number of professionals

#### ◆ Establishing a revenue source other than IPO business

- Entry into the structured bonds market where market size is big, but no online securities have not fully entered yet
- Entry into the M&A advisory service for synergy effect with IPO underwriting.

#### ◆ Independence of the Credit Department to strengthen further due diligence function

(Reorganized on October. 1, 2006)

## Fulfilling product line-up to realize investment diversification for individual investors

### ■ Full Line-up of a variety of bonds

#### ◆ Variation of Currency, Maturity, and Coupon

##### Bonds offered at Monex (April- September 2006)

	Currency	Maturity	Coupon-Type
JGBs	JPY	5yr/10yr	Fixed / Floating
Non Yen Bonds	<ul style="list-style-type: none"> <li>• USD</li> <li>• AUD</li> <li>• NZD</li> <li>• ZAR</li> <li>• GBP*</li> </ul>	<ul style="list-style-type: none"> <li>• 2yr</li> <li>• 2.5yr</li> <li>• 3yr</li> <li>• 4yr</li> <li>• 10yr</li> <li>• 12yr</li> </ul>	<ul style="list-style-type: none"> <li>• Fixed</li> <li>• Zero- Coupon</li> <li>• Dutch Auction</li> </ul>

\*Offering at MANE-ICHI basis

#### Variation in product line-up

The unique auction system will enable more investor-driven issuance of World Bank Notes

**“MANE-ICHI”**

Realizing customer’s dream by long-term investment

**Zero coupon bonds “TIME MACHINE”**

#### ◆ Enabling more customers to purchase easily by lowering minimum investment amount

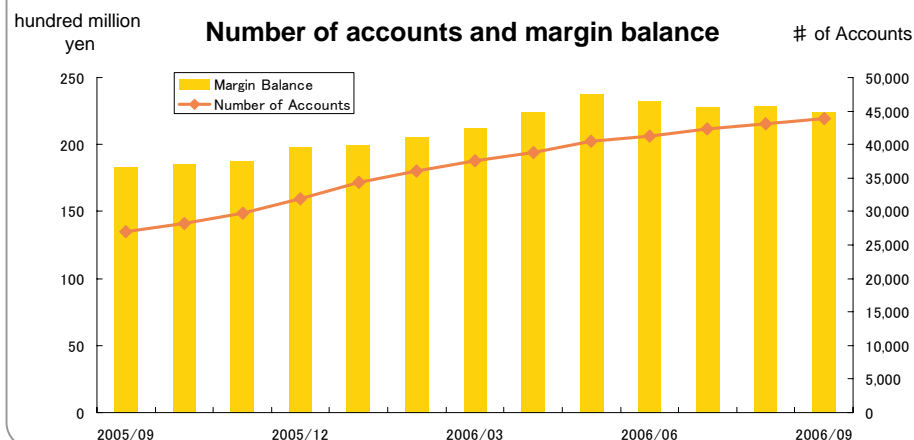
Offering 100 currency denominated World Bank Notes first in the world

→ **Ratio of first time buyers to buy world bank notes: 47% (monthly average)**

### ■ “MONEX FX”

#### ◆ Increasing the number of accounts / margin balance

One of the largest FX service providers in Japanese retail market



### ■ For Further Growth

#### ◆ Bonds: Planning to start distribution of structured bonds

- Introducing structured bonds that can expect higher interest rates

#### ◆ FOREX: Planning to introduce new service with new currency pairs

- Increase currency pairs from 8 to over 20
- 24 hour FX “contact center” support

#### ◆ Continuous efforts to explain features of products easily

#### ◆ Providing more information on the bond markets

# Mutual Funds Business: Front runner among online distributors

## Top-class online mutual funds distributor

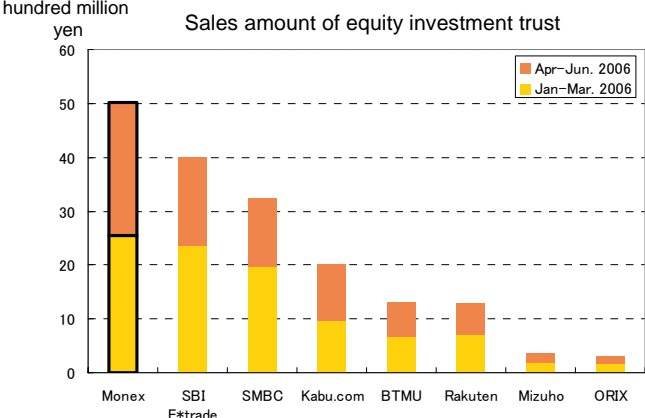
### Record-high assets in custody and mutual funds holders



Assets in custody: Sum of Domestic and Foreign Mutual Funds  
 Number of holders: Sum of Domestic and Foreign Mutual Funds and Money Management Funds excluding MRF

### No.1 Online Distributor of Mutual Funds

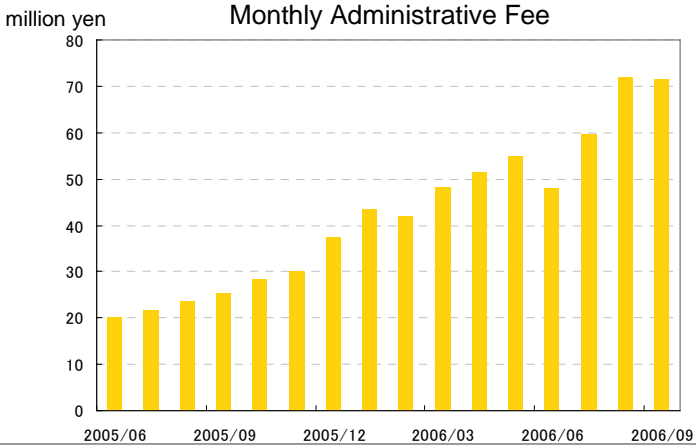
Online Sales performance of 5 online brokers and 3 mega-banks  
 (From Jan.2006 to Jun.2006)



Source: Kinzai Research Institute

## Steady growth of monthly administration fee

### A stable revenue source despite market fluctuations



## For Further Growth

### Promoting no-load funds and commission reductions

- Number of no-load funds : 19 Funds, approx. 44 billion (as of Sep 30, 2006)
- ⇒ More no-load funds to be added soon

### Expanding services for investors through both on and off line channels

- Offering seminars and follow-up services in cooperation with mutual fund management companies
- Redesigning the website to enhance usability

### Diversified and comprehensive product line

- Introducing carefully screened funds based on our fund selection criteria

## Alternative Investments: World-class Premium Products to Individual Investors

### ■ Launch of two new original alternative funds exclusive to our customers, following “Asia Focus”

#### ◆ “China Focus”

Monex-Fullerton China Focus Fund



Launched on August 10, 2006

Total Assets: 1.9 billion yen

(As of October 20, 2006)

NAV: 10,784 yen (As of October 20, 2006)

Minimum subscription amount: 100,000 yen

#### 【Product Features】

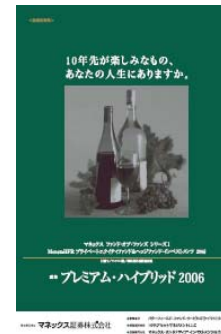
- Providing access to RMB-denominated China A shares, in which only limited Qualified Foreign Institutional Investors are allowed to invest
- Aiming for absolute returns through investing in equities and equity derivative securities in the growing “Greater China” region, namely Mainland China, Hong Kong and Taiwan markets
- Collaborating with Fullerton Fund Management Co Ltd \*, a Singapore-based fund management house established in December 2003

\*A Wholly-owned subsidiary of Tamasek Holdings Ptd Ltd, wholly owned by Singapore Ministry of Finance

#### ◆ “Premium Hybrid 2006”

Monex Fund of Funds Series I

Monex-HFR Private Equity Fund & Hedge Fund Investments 2006



Offering Period:

August 14th, 2006 to December 7th, 2006

Fund Launch: December 15th, 2006(Scheduled)

Maximum Fund Size: 6 billion yen

Minimum subscription amount: 500,000 yen

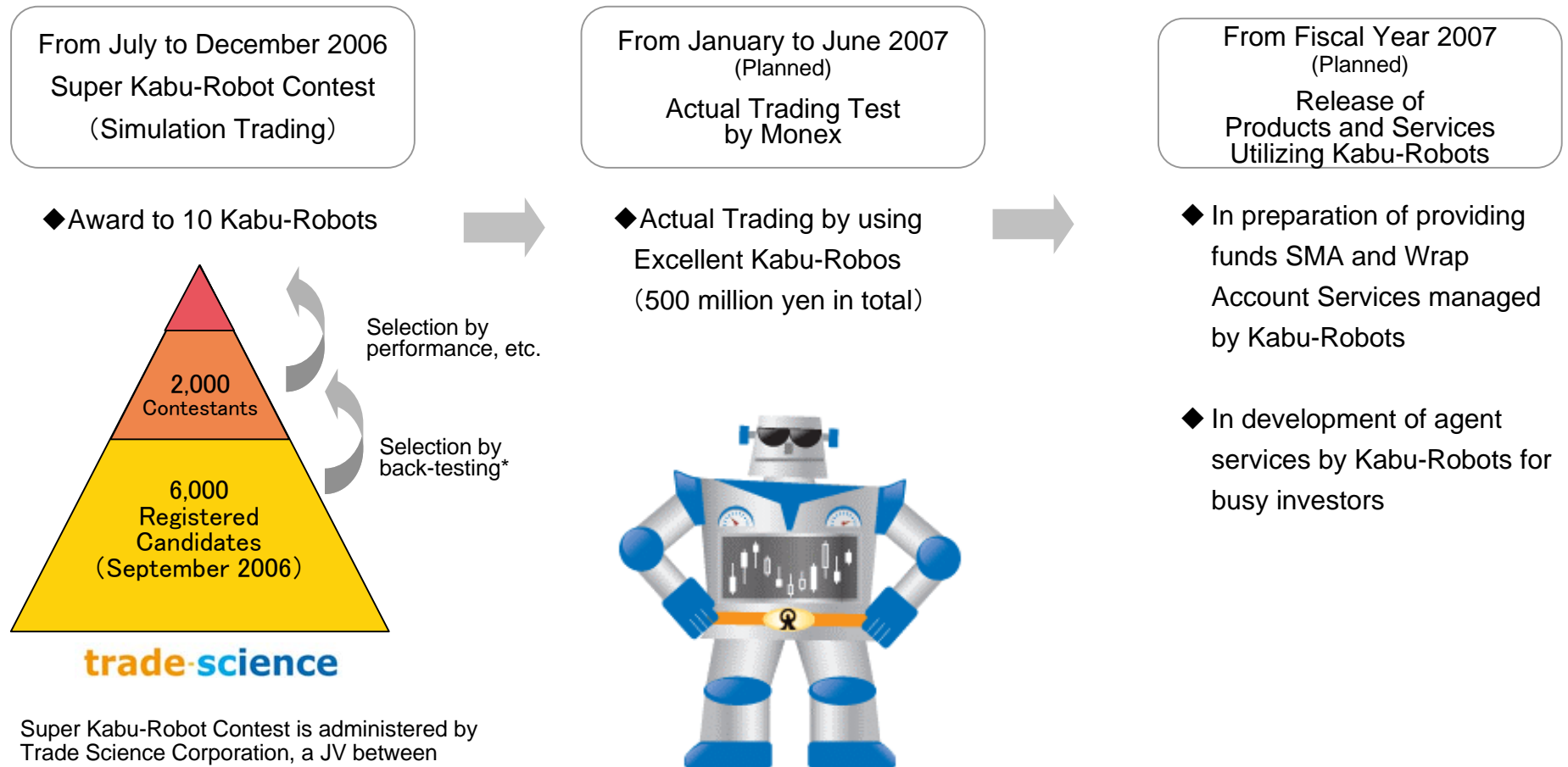
#### 【Product Features】

- First in the industry to provide individual investors with an opportunity to invest in world-class private equity funds in a fund-of-funds style, utilizing the MBH group network
- Enabling individuals to invest in private equity funds from 500,000 yen by also investing in hedge funds
- Partnership with HFR Asset Management, which owns Hedge Fund Research, the largest hedge fund data base firm, as a group company
- Monex Alternative Investments advises HFR of fund selection best suited for individual investors

# “Kabu-Robot” Project: Efforts toward Provision of New Asset Management Service

## ■ Selecting excellent “Kabu-Robot”s, a system trading program, through Super “Kabu-Robot” Contest

→ In preparation of providing new age asset management products & services utilizing “Kabu-Robot” for investors who do not actively engage in investment and busy investors who need an agent.



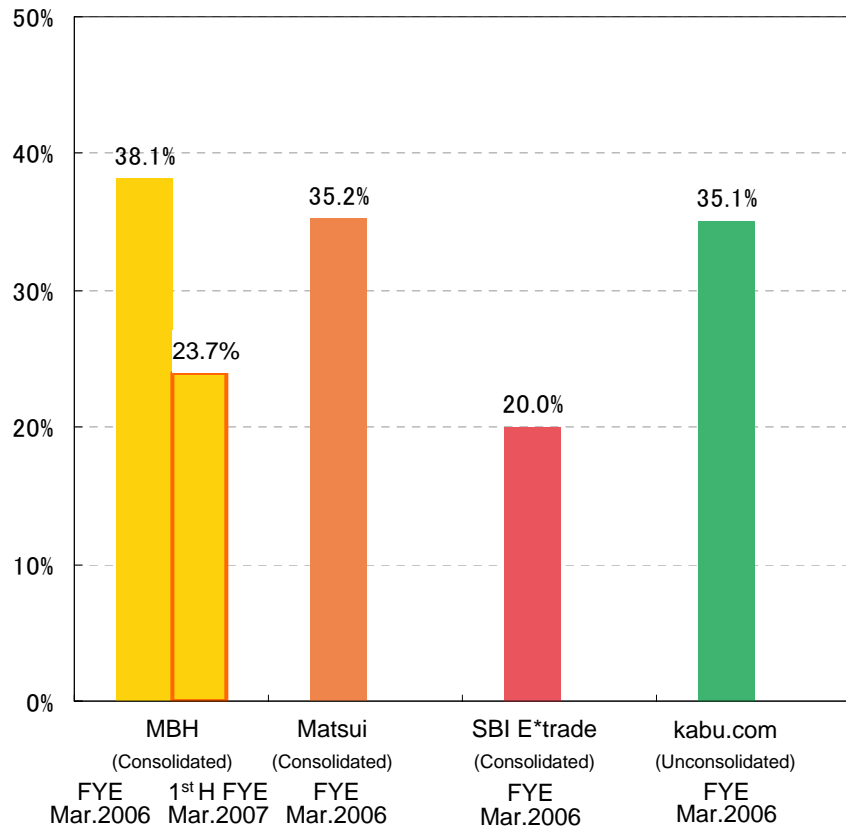
Super Kabu-Robot Contest is administered by Trade Science Corporation, a JV between Waseda Information Laboratory and Monex, in preparation of asset management advices and services utilizing algorithm trading.

\*Examining effectiveness of algorithm through simulation of 30 stocks for one year

# To Our Shareholders (1)

## ■ Pursuing investment return to our shareholders

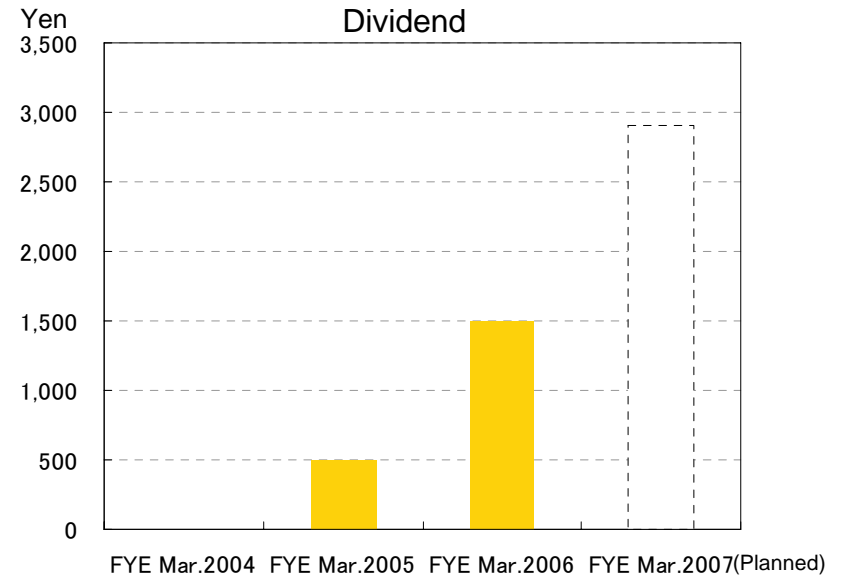
### ◆ ROE



\*Data from company IR data

### ◆ Dividend & Payout Ratio

- Dividend payout ratio: approx. 50% of previous year's Net Income of subsidiary, Monex, Inc.  
⇒ FYE Mar.2007 2,900 yen Dividend (Planned)
- Keeping 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

# To Our Shareholders (2)

## ■ We will continue to endeavor 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 Institutional Investors)	Conference	Semi annually	Japanese
		Telephone Conference	Quarterly	English Japanese
		IR Meetings	Quarterly	English Japanese
		Overseas IR Meetings	Semi annually	English
PR	Individual/Institutional Investors & Media	Press Release	Timely	English Japanese

### ◆ Communication with our Stakeholders

- General shareholder meeting held on Saturdays  
Holding our shareholder meeting on Saturdays for many individual investors to attend easily
- 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  
Held twice a month at the Monex Lounge@Ginza  
Answering to stakeholders' questions on various topics from products and services to business policies





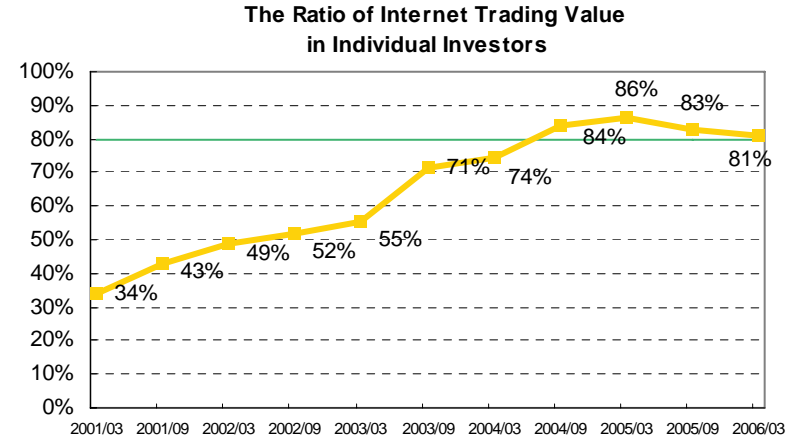
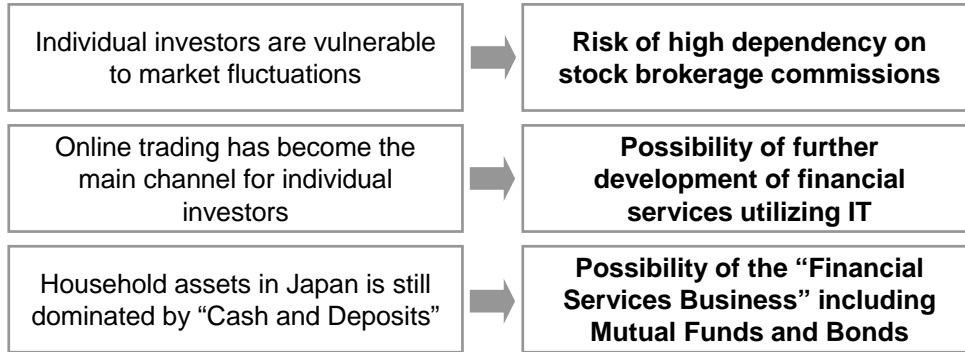
1. Financial Results

2. Business Model  
and Future Development

**3. Appendix**

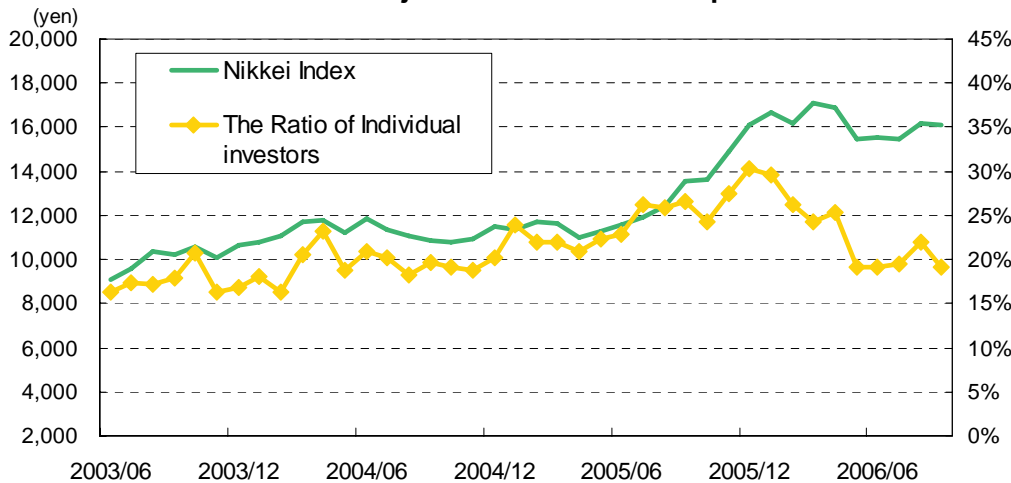
# Trend of Individual Investors

## Individual Investors in Japan



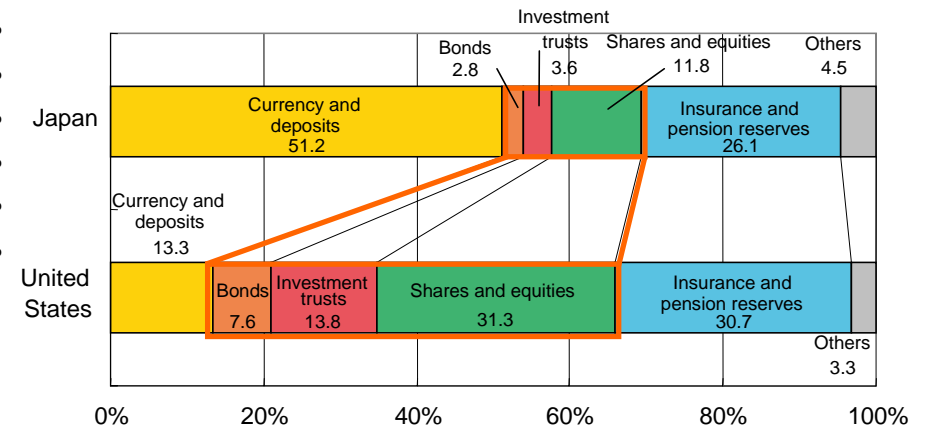
Source: Tokyo Stock Exchange, Inc. *Trading Value by Investor Type Tokyo, Osaka & Nagoya*  
 Jasdaq Securities Exchange, Inc. *Monthly Report of trading by Investor type*  
 Japan Securities Dealers Association

## Nikkei Index and The Ratio of Individual Investors in 3 major markets and Jasdaq



Source: Tokyo Stock Exchange, Inc. *Trading Value by Investor Type Tokyo, Osaka & Nagoya*  
 Jasdaq Securities Exchange, Inc. *Monthly Report of trading by Investor type*  
 \*: The ratio of individual investors in 3 major markets and Jasdaq

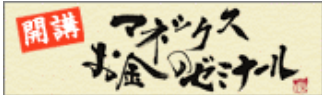
## Financial Assets Held by Households (End of Mar. 2006)



Source: Research and Statistics Department Bank of Japan

# Expanding Our Customer Base (1)

## Strategic Media Planning

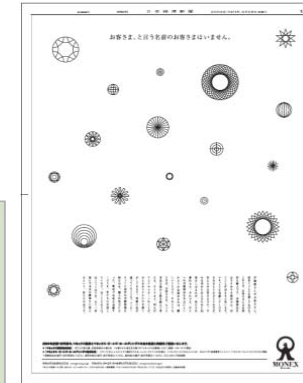
	media target	Paper Based	Online
Independent Investors		<ul style="list-style-type: none"> <li>• Bringing attention of our customers to original products and services through money magazines</li> <li>• Advertising on Newspapers to heighten recognition and understanding of our products and services</li> </ul>	<ul style="list-style-type: none"> <li>• Banner advertisement on finance related sites such as yahoo finance</li> <li>• Focusing on affiliate advertisements</li> <li>• Emphasizing our strengths on comparison sites</li> </ul>
Investment Beginners		<ul style="list-style-type: none"> <li>• Advertisements of corporate philosophy</li> <li>• Advertisements on non-money magazines such as fashion and lifestyle magazines</li> </ul>	<ul style="list-style-type: none"> <li>• Long tail marketing</li> <li>• Advertisements on portal sites</li> <li>• Promoting campaigns with sites having high affinity with our customers</li> </ul>
Potential Investors		<ul style="list-style-type: none"> <li>• "Monex Money Seminar" Started on Newspaper and HP</li> </ul> 	<ul style="list-style-type: none"> <li>• Official sponsor for the investment site "Yoshimoto Shoken" established by Yoshimoto Kogyo</li> </ul>

## Integration of Advertisements for Re-Branding

To become the Premium Online Financial Service Institution for individual investors

- ◆ Our Business Philosophy
  - Global standard products from the world
  - Products we can recommend to our family
 ⇒ Creating advertisements that can appeal our corporate philosophy
- ◆ Designs with "warm" and "clean" tastes, unifying tone and manner

IR advertisement for the first quarter of fiscal year 2006 was rewarded the "The Nikkei IR advertisement excellent prize"



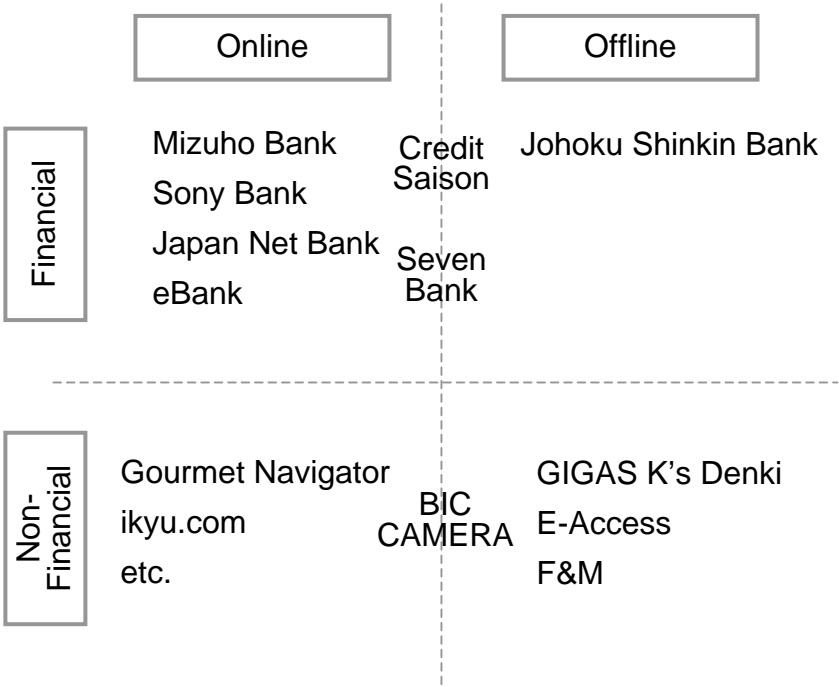
# Expanding Our Customer Base (2)

## Business Partners

Promoting partnerships with high business affinity regardless of Online/Offline Channels and Financial/Non-Financial Industries



- ◆ Stably acquiring and activating accounts
- ◆ Aiming to reach new clients



## Other Alliances

“Yoshimoto Shoken”  
 Official sponsor for the investment site established by Yoshimoto Kogyo (Japanese Comedian & Content Management Company)



“Stock Training Trading Game “Kabutore!””  
 Supporting development of Konami Digital Entertainment, Inc. 's new stock trading game “Kabutore!”



- ◆ Reaching out to younger potential investors

## Monex Point Mall (Launched October 2, 2006)

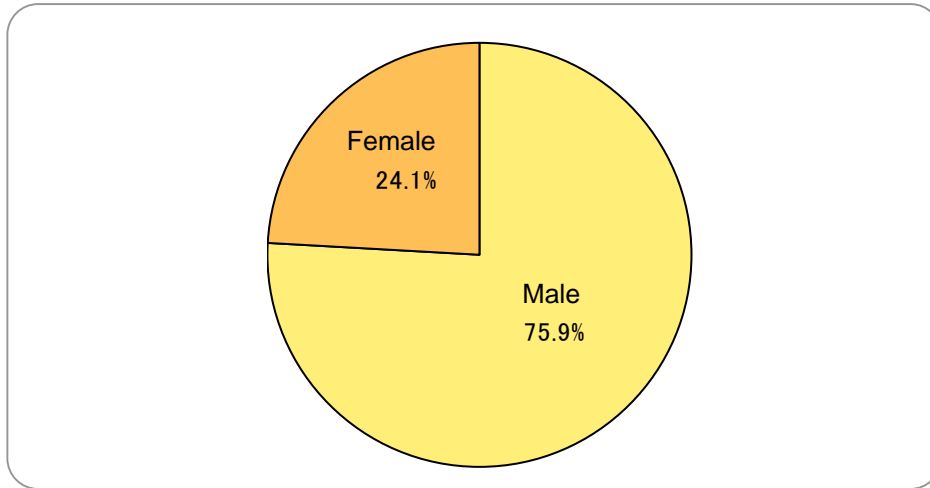
An Online Mall with over 60 affiliate sites. Customers can receive “Monex Points” by shopping at the affiliate sites



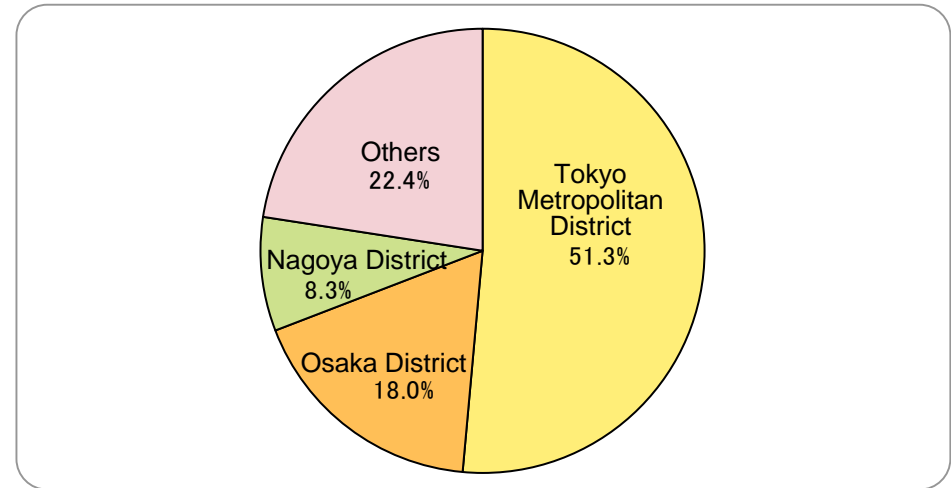
- ◆ Raising customer satisfaction by increasing opportunities to receive “Monex Points” that can also be used for paying stock trading commissions.
- ◆ Aiming to increase the number of customers that visit our site

# Customer Portfolio (As of September 30, 2006)

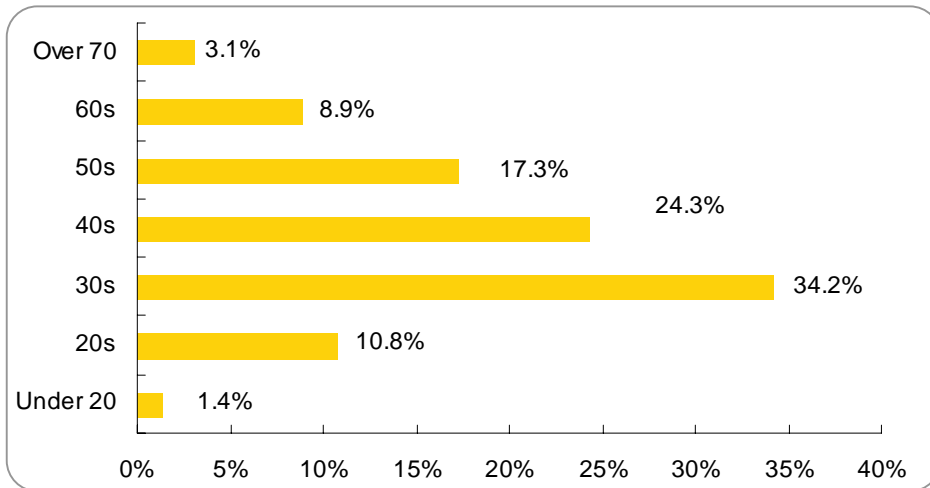
## Gender



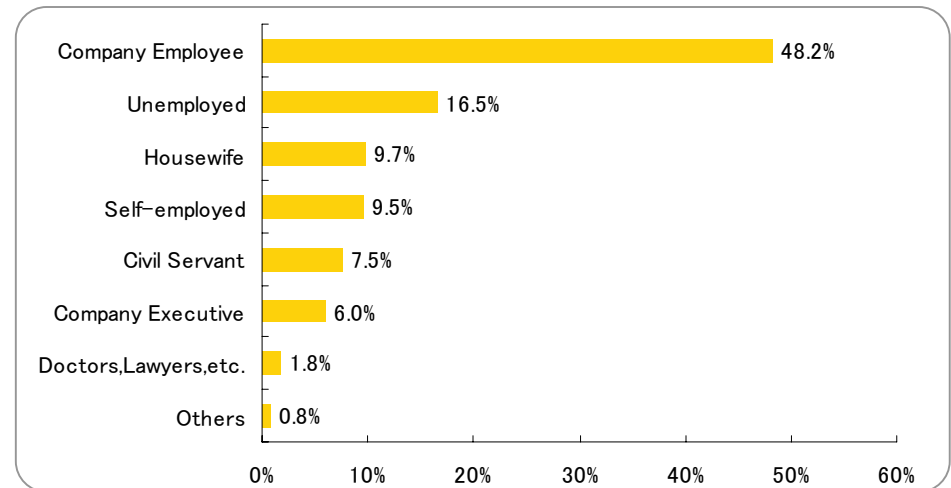
## Location



## Age



## Occupation



# Competitive Services and Products: For All Customers' Satisfaction

(As of October 20,2006)

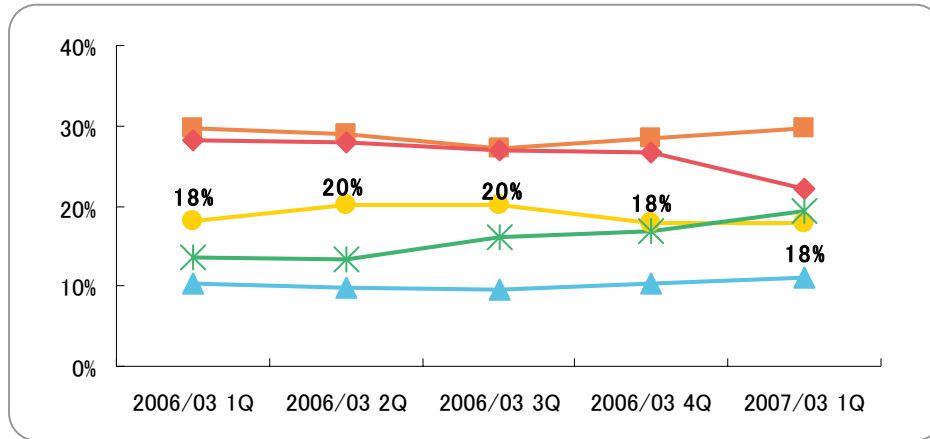
	Equity						Stock Lending	Fixed Income		Mutual Fund		Alternative		Others			
	In-house Margin Trading	Stop Loss Order	China Stock	U.S Stocks	Night Time Trading (PTS)	Small Unit Trading (MINI KABU)		JGB/ Foreign Bonds	Auction	Monthly Purchase Plan	China/ India Equity Fund	High Diversified	Low Diversified	Commodities Futures	FOREX	Credit Settlement Through MRF	MRF
<b>Monex</b>	○	○	○	×	○	◎	◎	○	◎	○	○	◎	○	◎	○	○	○
SBI E*TRADE	○	×	○	○	×	×	×	○	×	○	○	×	○	×	○	○	○
Matsui	○	×	○	×	×	×	×	×	×	×	×	×	×	○	×	×	×
Rakuten	○	○	○	○	×	×	×	×	×	×	○	×	○	×	○	×	○
Kabu.com	○	○	×	×	○	×	×	×	×	○	○	×	×	×	×	×	○
Joinvest	×	×	×	×	×	×	×	×	×	×	×	×	×	×	×	×	○

◎ : Available only at Monex among 6 brokers above ○ : Available × : Not Available

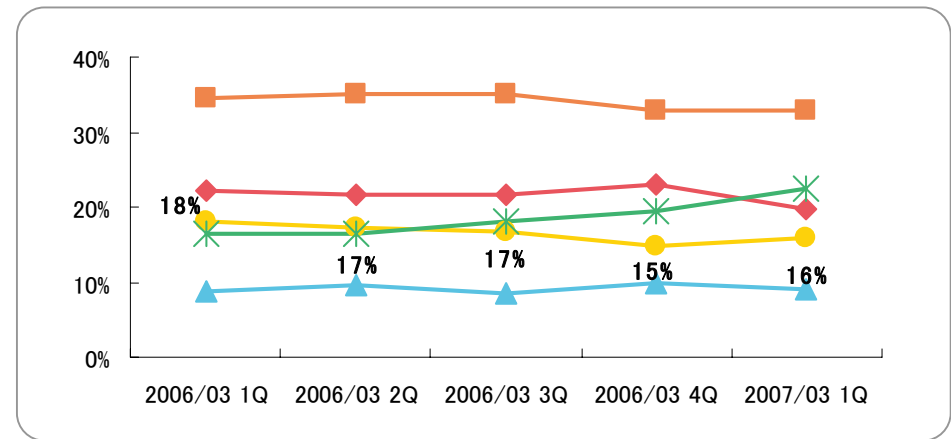
Source: Company IR data, etc.

# Comparison among 5 Major Online Securities (1)

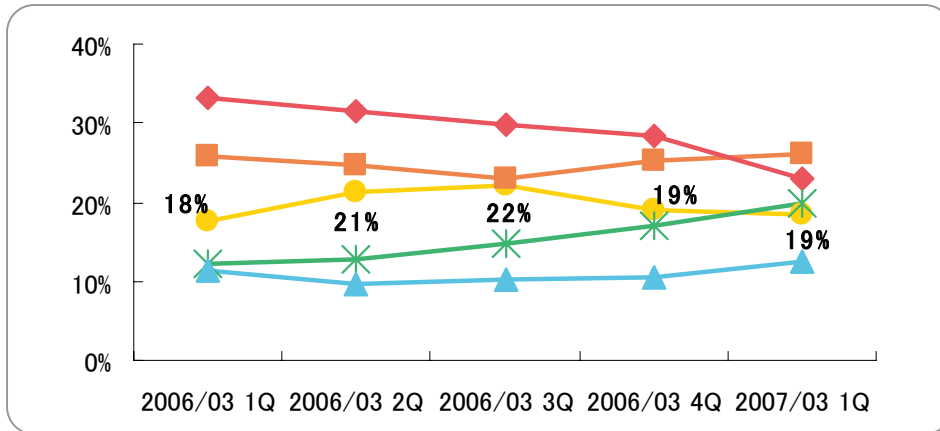
## Net operating revenues



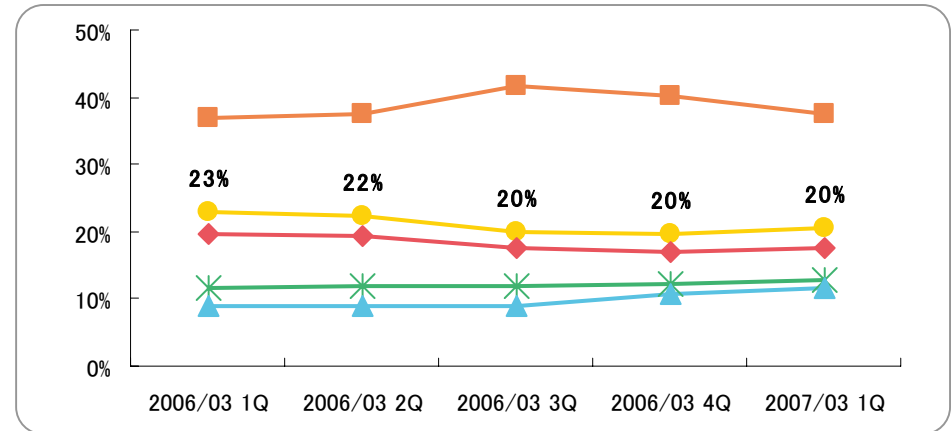
## SG&A



## Ordinary Income



## Customers' assets in custody

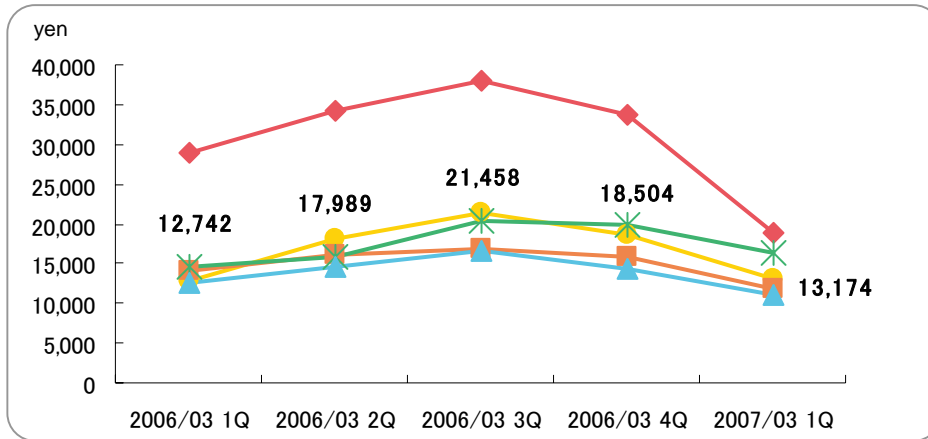


● MBH (Consolidated) 
 ■ SBI E\*trade (Consolidated) 
 ◆ Matsui (Consolidated) 
 ✱ Rakuten (Consolidated) 
 ▲ kabu.com (Unconsolidated)

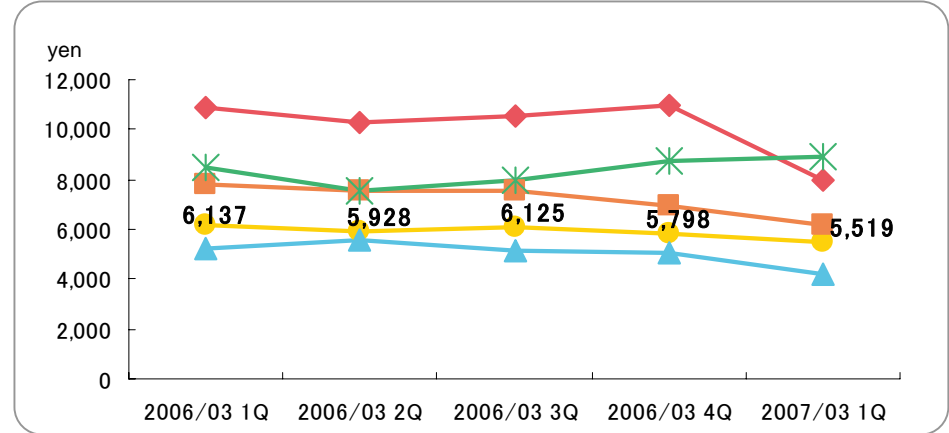
\*Ratio calculated at Monex by adding the 5 companies figures

## Comparison among 5 Major Online Securities (2)

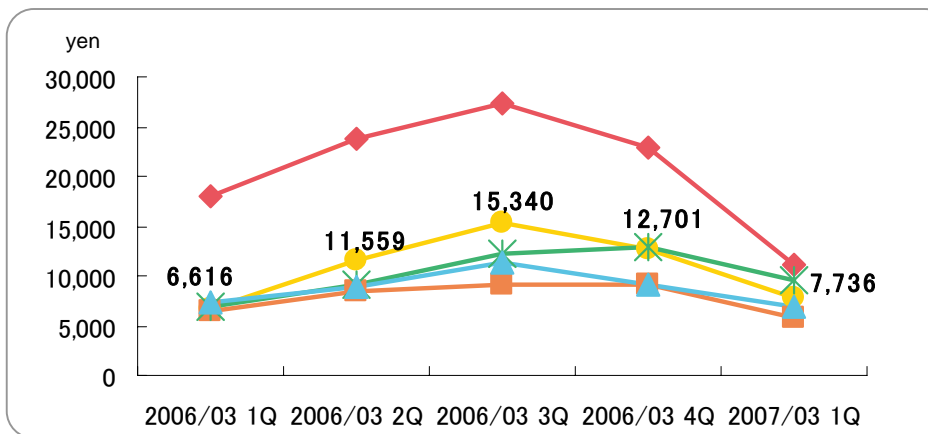
■ Net operating revenues per accounts



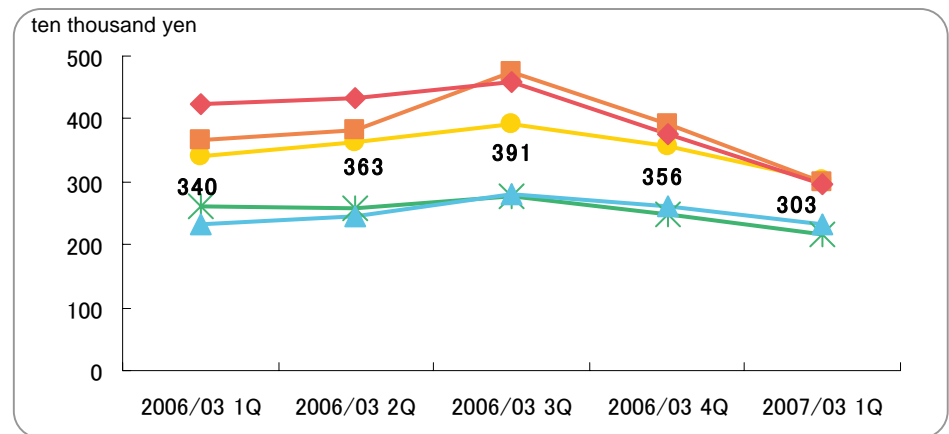
■ SG&A per accounts



■ Ordinary income per accounts



■ Customers' assets in custody per account



● MBH (Consolidated) ■ SBI E\*trade (Consolidated) ◆ Matsui (Consolidated) \* Rakuten (Consolidated) ▲ kabu.com (Unconsolidated)



The MBH Group

(as of October 25, 2006)

%: Investment Ratio

# MBH

## Monex Beans Holdings, Inc.

