



Business Outline

Services for Individuals and Corporations

Individual Services

Banking Business

Balance of housing loans: ¥2,531.9 billion

Chuo Mitsui's lending balance is steadily growing, largely because its products are well suited to clients' needs.

Retail Business

Balance of investment trust sales: ¥1,249.9 billion

Balance of annuity insurance sales: ¥1,250.4 billion

Chuo Mitsui turned in a top-class performance, thanks to a wider selection of high-quality investment trusts and annuity insurance products, and thus has acquired a solid reputation as a key player in the industry

Corporate Services

Financial Services

Balance of corporate restructuring and revitalization-related finance: ¥105.9 billion

Balance of real estate asset finance: ¥875.8 billion

Chuo Mitsui actively addresses the diverse fund procurement requirements of corporate clients by providing business loans to small and medium-sized companies and sole proprietorships, corporate restructuring and revitalization-related financing, such as leverage financing, and real estate asset finance.

Real Estate Operations

Balance of securitized real estate: ¥5,141.1 billion

Real estate business-related revenue: ¥31.7 billion

The Bank strives to extend corporate financing solutions attuned to the needs of clients as well as assorted services backed by high-level expertise in the real estate fund business.

Stock Transfer Agency Services

Number of listed companies under administration by Chuo Mitsui Trust Group: 964

Chuo Mitsui utilizes accumulated experience and the merits of scale to offer a broad range of services, including advice on initial public offerings (IPOs), practical, stock-related legal assistance, suggestions for taking general shareholders' meetings online, and support for corporate investor relations activities.

Individual Services

- Sell investment trusts and annuity insurance
- Provide various trust and deposit products
- Extend loans to individuals
- Facilitate utilization of real estate
- Extend testamentary trust and inheritance-processing services
- Reverse mortgages
- Trusts that provide peace of mind

Corporate Services

Financial Services

- Present diverse financing techniques
- Function as advisory
- Promote business matching
- Offer fund-management products

Real Estate Operations

- Undertake brokerage of properties
- Securitize property holdings
- Perform appraisals
- Suggest methods for effective utilization of real estate

Stock Transfer Agency Services

- Provide stock-related services
- Present advice on IPOs
- Offer practical, stock-related legal assistance
- Provide IT support services
- Offer services to support investor relations activities

Individual Services

External Environment, Clients' Needs

The need for fund management is growing against a backdrop highlighted by mass retirement of the baby-boomer generation and reform of the public pension system.

The advent of a society characterized by a falling birthrate and a rising percentage of elderly in the demographic has reinforced demand for effective utilization of assets and smooth transfer and maintenance of inheritance.

Progress in deregulation and increased use of the Internet to execute online transactions have encouraged individuals to focus their choices on financial institutions offering the most convenience to clients.

Concrete Actions, Services

Offer a product and service menu matched to diversifying client needs.

Apply know-how on asset utilization through high-level consultations.

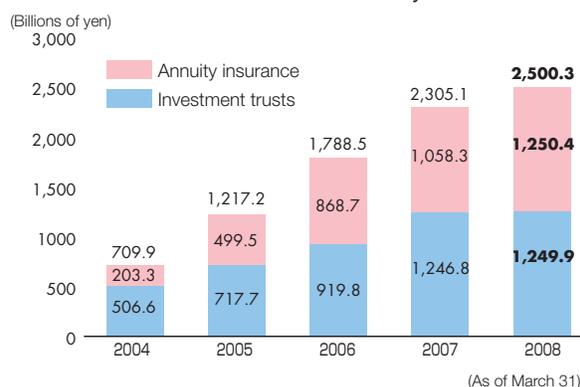
Enrich the network through such measures as distinctive branch development.

Products and Services to Meet Diversifying Client Needs

● Commendable Achievements in Sales of Investment Trusts and Annuity Insurance

Chuo Mitsui handles a rich variety of investment trusts and annuity insurance geared to client needs and complements these funds with expanded access to accurate, high-quality consultations. Through these efforts, the Bank has achieved a vanguard position among domestic financial institutions with the industry's highest balances in sales of investment trusts as well as annuity insurance.

Balance of Investment Trust and Annuity Insurance Sales



● Wide Variety of Loans Geared to the Lifestyles of Individuals

Chuo Mitsui provides loans for first-time homeowners as well as financing to cover the cost of building a new home, to purchase a home upon selling an older dwelling and to refinance a home. However, the scope of lending choices also includes formats with enhanced convenience, such as the option to combine miscellaneous expenses into a loan, as well as loans with repayment provisions that grant borrowers added peace of mind in the event of unforeseen circumstances, such as illness. For the latter, borrowers can opt into a package that carries a rider against all three major diseases in Japan—cancer, stroke and heart attack—and one specifically for cancer.

Responding to diversifying lifestyles and a range of retail banking requirements, Chuo Mitsui complements its housing loans with a selection of products that utilize homes as collateral. This includes home-backed card loans (α -style), a secured financial instrument that enables clients to acquire funds for the application of their choosing.



● Home-Backed Loans for Seniors Ensure Comfort in Old Age

Leading the way in the finance industry, Chuo Mitsui began handling reverse mortgages in March 2005 to provide elderly homeowners with funds that enable them to maintain a comfortable life in their retirement years.

▶ Chuo Mitsui's Reverse Mortgages

A reverse mortgage is a lending structure that essentially enables the borrower to acquire funds, with a house as security, so that when the borrower dies, the loan is recovered by selling the property.

Initially, Chuo Mitsui offered fixed, annual installments, similar to a pension, but introduced an alternative payment scheme in October 2007 that allows disbursements within an established limit whenever the borrower requires funds. Clients can choose the option that best fits their needs. The funds acquired under either format can be used for any purpose, except business applications, to finance leisurely pursuits as well as home renovations or for moving into an old-age home.

If a home is left vacant during the contract period, the borrower can rent it out through Tokyu Relocation Co., Ltd., a specialized real estate company that Chuo Mitsui partnered with in April 2007, to ensure effective use of the subject property and generate income while the owners are absent. Such opportunities give older clients various lifestyle options and comfort in their sunset years.



● High-Level Consultations: Conduit of Know-How on Asset Utilization

▶ Capitalizing on Real Estate

Dealing with real estate brings out all sorts of questions and requirements, whether they are issues surrounding the first-time purchase of a home or moving from one home to another, the acquisition of investment or business property or its sale, or assistance to fully capitalize on a property's potential.

The Bank maintains close ties with Chuo Mitsui Realty Co., Ltd., a member of the Chuo Mitsui Trust Group that celebrated its 20th anniversary in February 2008. Together, the Bank and its subsidiary draw on years of experience in the market and an extensive service network to accurately address from a client's perspective all the issues that emerge in dealing with real estate. The company introduces numerous buildings on its Web site and enhances its services with an inquiry function covering each real estate category.

For members and special members of Chuo Mitsui's members-only Best Quality service who seek real estate brokerage services, the Bank maintains a preferred system that discounts brokerage fees at the time of contract-signing.

▶ Testamentary Trusts, Testamentary Processing

The drafting of a will is the most reliable way for a person to ensure that precious or hard-earned assets are transferred smoothly to the specified beneficiaries or to allocate a certain portion of the assets to a particularly deserving individual or charity.

Chuo Mitsui's comprehensive view of testamentary-related business covers all angles, including taxation and legal considerations. The Bank utilizes the expertise only a trust bank can acquire to extend pertinent advice on the preparation of wills for expeditious transfer of wealth. The Bank also offers subsequent assistance, such as custody of wills and executor services to guarantee accurate distribution of assets according to the stated wishes of the deceased.

The number of wills in Chuo Mitsui's custody reached 10,714 as of March 31, 2008, substantiating the enduring bonds of trust that the Bank has forged with clients over many years.

In January 2007, the Bank published an easy-to-follow

account of its experience in this field. The book asks the question "Have you done enough to ensure the succession of your wealth?" and answers with a straightforward explanation of wills and testamentary trusts, which are the most effective means of transferring assets to the next generation.

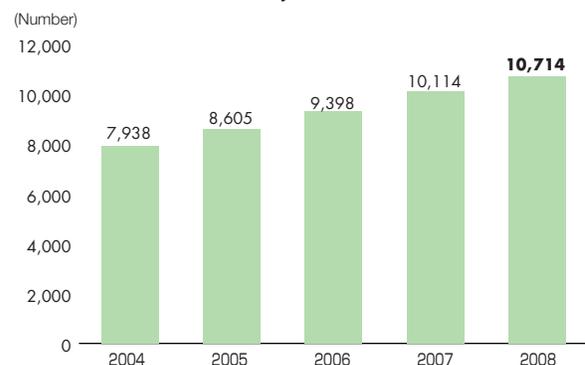
▶ Inheritance Resolution Services

Chuo Mitsui undertakes inheritance resolution on behalf of heirs when a will does not exist. These rather burdensome inheritance-related procedures include examination of the components of an estate and the transfer of title to respective heirs.

▶ Tailor-Made Trusts

Recent social developments, such as an ever-increasing ratio of senior citizens in the population and a trend toward nuclear family households, as well as the implementation of an adult guardian system, have spurred greater interest in administering and protecting the assets of older people. Chuo Mitsui provides a trust for this purpose that is tailor-made to the requirements of each client and gives beneficiaries peace of mind. The Bank also maintains an agreement with a Legal-Support Adult Guardian Center pertaining to advice on and use of the adult guardian system to deal with requests from clients seeking details about the system.

Number of Wills in Custody



(As of March 31)

● Varied Network with Distinctive Branches

▶ Consulplaza Openings

Chuo Mitsui expanded the *Consulplaza* network with *Consulplaza* Sapporo, inside the Bank's Sapporo Branch, in October 2007, and *Consulplaza* Urawa, inside the Urawa Branch, and *Consulplaza* Jiyugaoka, in Meguro-ward, Tokyo, in March 2008. These locations are always crowded with clients.

In principle, *Consulplaza* locations are open on weekdays and weekends throughout the year and maintain extended hours to accommodate clients who have no time to stop by during regular daytime operation. The *Consulplaza* concept of a readily accessible living design consultation space give clients a gateway to discuss various financial topics, including loans, asset management, real estate and wills and inheritance, at no charge.

Since the first *Consulplaza* opened in 1998, the Bank has carefully expanded the network, focusing on places of convenience, such as train stations or department stores and other commercial facilities, which clients are likely to frequent in the course of their day-to-day activities. This makes it easier for clients to drop into a *Consulplaza* on the way



to or from another errand. Including the three newest locations, the *Consulplaza* network stood at 22 locations, as of March 31, 2008.

Chuo Mitsui will continue to enhance accessibility through further development of the *Consulplaza* network, in addition to its regular branch network, which currently comprises 67 branches and three sub-branches.

▶ Expanded Online Banking Services

Chuo Mitsui continues to enhance the range of transactions possible through Chuo Mitsui Direct, an online banking service that debuted in March 2007.

In November 2007, the Bank added access to such functions as preliminary application for housing loans, balance inquiries and partial early redemption. Online banking enables clients who find it difficult to drop by a branch during the day to sit down at home to fill out housing loan forms or address other banking tasks at a time of their own choosing.

Also in November 2007, Chuo Mitsui launched an online consultation feature for asset management and other investment-related inquiries that addresses clients' investment inquiries with easy access to the broad-based know-how of a trust bank.

In January 2008, the Bank introduced a deposit and cancellation service for foreign-currency term deposits. More services will be added to the online banking menu to enhance selection and convenience.

● Energetic Advertising Campaigns

▶ Television Commercials

In April 2008, Chuo Mitsui began airing television commercials featuring the well-known actor Koji Yakusho. This marked the first time in about six years that the Bank had produced new commercials.

In April and May, the commercials had Mr. Yakusho sitting alone in a theater, watching a retirement scene—one at the office and one with family—on the big screen. At the end, he describes the *Special Interest Term Deposit* to the man in the scene.

In June and July, the commercials highlighted the card loan product *Chuo Mitsui Home-Backed Card Loan (α-style)*, with Mr. Yakusho presenting a loan card to viewers and promoting

interest in the *Special Interest Campaign for α-style*.

Chuo Mitsui plans to produce more commercials designed to improve its corporate image and raise awareness of the products and services it provides.



Improving Client Satisfaction

A simple method to ascertain the needs and preferences of clients is through suggestion cards. Clients wishing to express an opinion to management need only pick up a card at a Chuo Mitsui branch, fill it out and then drop it off on site or return it to the Bank through regular mail. The Bank has also gathered a diverse array of comments by mailing questionnaires directly to some clients. The ideas and requests acquired through suggestion cards and questionnaires help Chuo Mitsui improve its products and services, which inevitably leads to higher client satisfaction.



Financial Services

External Environment, Clients' Needs

Increasingly diversified, high-level techniques are becoming available to clients for procuring funds.

Companies seek to improve corporate value.

Concrete Actions, Services

Extend a broad range of financing options through various financing methods.

Provide an assortment of solutions to support clients' efforts to enhance corporate value.

Varied Financing Techniques Widen Fund Supply

Chuo Mitsui draws on a wealth of experience and know-how accumulated over many years to provide financing geared to the needs of corporate clients.

A prime example is real estate asset finance—such as non-recourse loans and securitization of real estate, which utilizes real estate-managed trusts and special purpose companies. Real estate asset finance extends beyond securitization of company-owned properties to a wide range of applications,

including real estate investment projects.

Other financing techniques include leverage financing, which enables clients in the process of corporate restructuring to reinforce corporate value through management buyouts (MBOs) and leveraged buyouts, and debtor-in-possession (DIP) financing for clients seeking funds to revitalize operations through corporate rehabilitation procedures.

Assorted Solutions to Support Clients' Efforts to Enhance Operations

Chuo Mitsui maximizes the unique characteristics inherent in a trust bank to provide clients with a wide selection of corporate value-enhancing solutions, from introductions that can lead to M&As involving business divisions and subsidiaries to the

liquidation of assets and the restructuring of corporate real estate. The Bank also presents workable business strategies, such as methods to facilitate business succession and measures to deflect hostile takeover bids.

Real Estate Operations

External Environment, Clients' Needs

Companies are looking for assistance, especially in efforts to improve financial footing and secure diversity in fund-raising methods.

Demand for real estate investment funds in Japan (J-REITs) and private funds is fueling interest in the real estate investment market.

The investment gaze of institutional investors, in particular, is increasingly being trained on the real estate market.

Concrete Actions, Services

Draw on the comprehensive skills of real estate professionals to reinforce consultation capabilities.

Aggressively promote real estate fund-related business.

Fulfill investment needs with pertinent real estate investment consultations.

Comprehensive Consultation Capabilities Supported by Specialized Skills

Applying knowledge gained over many years in the real estate business, Chuo Mitsui offers comprehensive consultations from various starting points. These include brokerage and securitization of properties, proposals for effective utilization of

real estate, and appraisals and evaluations, allowing the Bank to customize financing solutions precisely to corporate clients' needs.

● Real Estate Brokerage and Securitization Services

In the area of property sales and purchasing for business use, Chuo Mitsui's seasoned professionals boast solid experience and expertise in various real estate-related matters, including taxation and law. They respond with fine-tuned precision to the needs of corporate clients and take on everything from

structural surveys to the preparation of transfers of ownership.

In the area of improvement of balance sheet composition and fund procurement, Chuo Mitsui assists clients in creating financial strategy solutions that utilize securitization and other methods for effective use of assets.

● Real Estate Appraisals and Effective Use of Property

Chuo Mitsui makes full use of accumulated real estate development and management know-how to extend advice on the design of suitable plans for eliciting greater practical value from old buildings and idle land. The Bank also draws on the considerable expertise of its own real estate appraisers

to address heightened demand for accurate assessment of property values, paralleling a trend among companies to prioritize real estate-related strategies in their corporate restructuring efforts.

Energetically Pursuing Real Estate Fund-Related Business

Chuo Mitsui energetically promotes its real estate fund-related business to capitalize on emerging opportunities, such as the trend among companies to reduce and recombine assets

through securitization of real estate, an expanded **J-REIT** market, as well as demand for private fund formation fueled by diversifying investment needs.

J-REIT

A J-REIT is a structure by which a specially formed trust or an investment company established under special tax measures channels funds collected from multiple investors into revenue-generating real estate through diversified investment with subsequent investment returns distributed to investors. The implementation of a listing mechanism on stock exchanges allows investment units and trust beneficiary certificates issued by investment companies to be traded on the market like stocks. As of March 31, 2008, a total of 42 funds were listed on the Tokyo Stock Exchange.

● Administration of Securitized Real Estate Trusts

The formation of real estate securitization schemes and real estate funds almost always includes the establishment of trusts to manage the respective property. Drawing from a deep well of proven results acquired through the administration of trusts

to manage and dispose of real estate, Chuo Mitsui presents securitization schemes matched to user requirements and to provide high-quality administration services. The value of such trusts stood at ¥5.1 trillion as of March 31, 2008.

● Asset Custody and General Administration for Listed J-REITs

J-REIT investment companies are legally obligated to outsource to trust banks and other financial institutions the maintenance of investor lists as well as asset custody services, such as the creation of accounting books for asset holdings, including cash, title deeds and marketable securities, as well as actual custody of these assets, and the execution of general office work, such

as corporate administrative processes.

As of March 31, 2008, Chuo Mitsui provided custody and administration services to 11 listed investment companies, and enjoyed a solid reputation for high-level services with these clients.

Providing Consultations that Fulfill Investment Needs

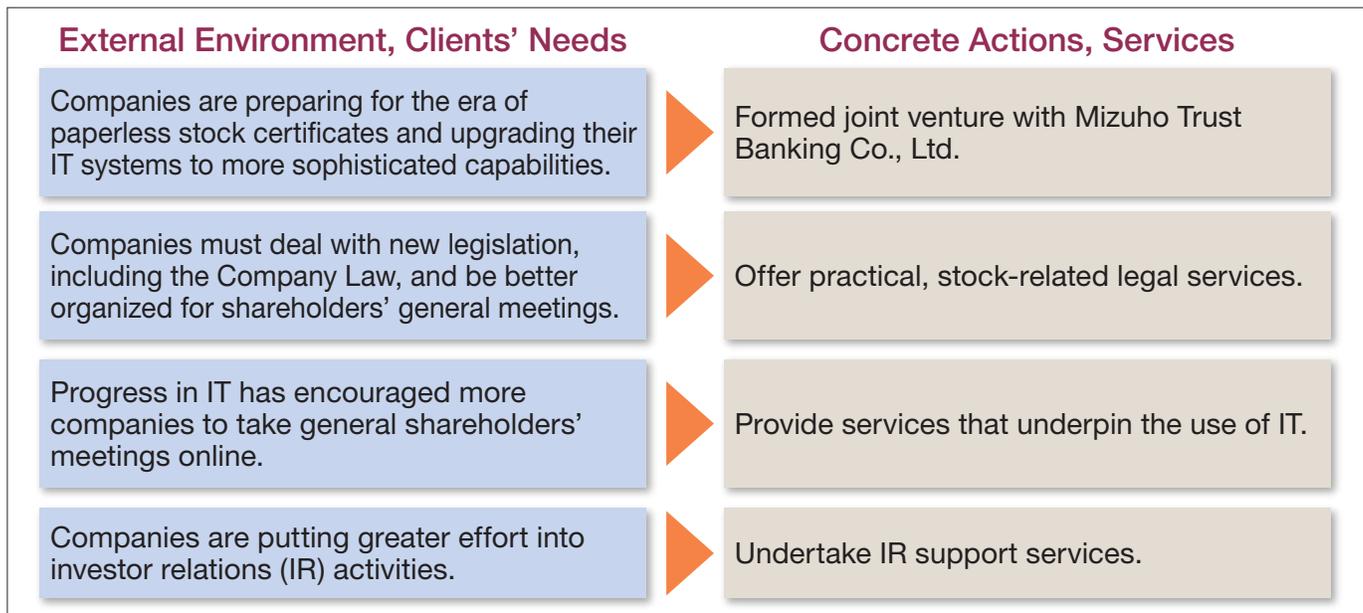
The challenging fund management environment continues to foster greater interest in the acquisition and operation of revenue-generating real estate, particularly real estate that generates cash flow. Chuo Mitsui designated its real estate investment advisory department and its real estate investment

promotion departments as specialized sections and, having registered as a **general real estate investment advisory**, maintains a structure that facilitates responses to any type of real estate investment need clients may have. The Bank also strives to enrich the content of its consultations.

General Real Estate Investment Advisory

In September 2000, the Ministry of Land and Transportation introduced a registration system for general real estate investment advisories to encourage healthy development of this business. Real estate investment advisories provide assistance on real estate investments and discretionary services on behalf of clients regarding investment decisions and transactions. An advisory that limits its services to assistance on real estate investments is classified as an ordinary real estate investment advisory, while an advisory that integrates basic services with discretionary services involving decisions and transactions is classified as a general real estate investment advisory.

Stock Transfer Agency Services



Stock Transfer Agency Services

Stock transfer agency services go beyond processing transfers of title and maintaining shareholder lists on behalf of stock-issuing clients to include the swift and accurate execution of a multifaceted array of services, all done in accordance with legal and taxation rules. These range from annual tasks, such as mailing out voting notices and invitations to shareholders' general meetings and calculating and distributing dividends, to stock-related corporate actions, such as recapitalization, stock

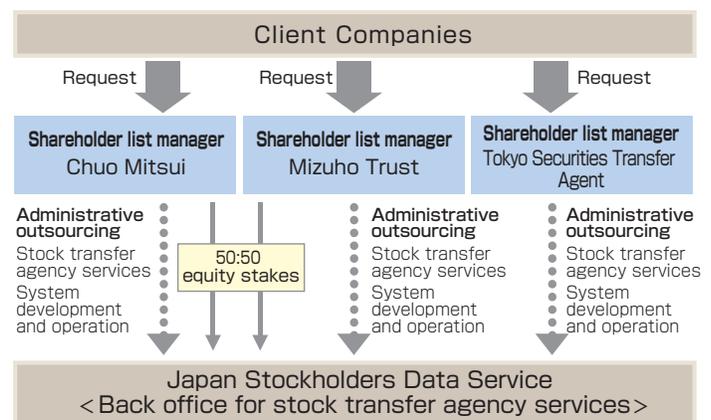
splits and transfer of shares.

The Bank's efforts to protect client information is substantiated by the acquisition of **Privacy Mark** certification from the Japan Information Processing Development Corporation for Chuo Mitsui Stock Transfer Agency Business Co., Ltd., a subsidiary that handles stock transfer agency administrative processing, and Tokyo Securities Transfer Agent Co., Ltd., a wholly owned subsidiary.

Joint Venture with Mizuho Trust

With Japan's dematerialized stock certificate system slated to take effect in January 2009, Chuo Mitsui established a 50:50 joint venture—Japan Stockholders Data Service Company, Limited—with Mizuho Trust in April 2008 to act as a back office for stock transfer agency services. The new company is expected to commence full-scale operations when the e-stock system goes online but will seek to represent a joint-use platform for stock transfer agency back office operations with activities aimed at enhancing related IT systems and raising administrative standards.

Tokyo Securities Transfer Agent will also outsource operations to the new company. Alliances with other companies will further expand the scope of activity.



Privacy Mark

The Privacy Mark certification confirms that a business maintains a management system with suitable measures to protect private information and that it properly handles such data, in accordance with JISQ 15001 criteria established by the Japan Industrial Standards Committee.

Practical, Stock-Related Services

Chuo Mitsui takes advantage of in-house professionals with considerable hands-on experience to run study sessions for stock-issuing companies on the Company Law and the Financial Instruments and Exchange Law as well as takeover defense measures and responses to issues that impact general shareholders' meetings.

The Bank also holds lectures jointly with Tokyo Securities Transfer Agent on topics of interest to stock-issuing companies, such as the dematerialization of stock certificates and shareholder proposals.

In its publication activities, Chuo Mitsui produces regular issues of specialized magazines and books, such as *Shoken Daiko News* ("Stock Transfer Agency News") and *Shoken*

Daiko Kenkyu ("Stock Transfer Agency Studies"), which support the stock-related activities of issuing companies from a legal perspective.

These formats present clients with timely, practical information—a commitment that has earned top marks from the Banks' corporate clients.



The Stock Transfer Agency Department penned *Kabunushi Sokai no Point (Zenteiban)* ("Hints on Executing General Shareholder Meetings (Completely revised)"), which was released in February 2008.

Underpinning the Use of IT

Chuo Mitsui's Online System for Shareholders' General Meetings updates the tally of votes exercised by shareholders on a hourly basis. This system can be linked to the system set up in the reception area on the day of the shareholders' general meeting to support fast and secure execution of the meeting agenda. In addition, the Online System for Shareholders' General Meetings has a site where shareholders can exercise their right to vote online. This function has drawn high praise for ease-of-use.

Of particular merit, however, is the high level of security presented by the Online System for Shareholders' General Meetings. This achievement has been substantiated by certification—a first in the stock transfer agency business—

under international information security management system (ISMS) criteria **ISO/IEC 27001** and domestic JISQ 27001 criteria, based on the ISMS Conformity Assessment System.



IR Support

Chuo Mitsui offers beneficial shareholder survey services to identify domestic and overseas institutional investors not listed in shareholders' registries. Specifically, the Bank provides a proprietary data-creation service on domestic institutional investor beneficial shareholders and a survey report on domestic institutional investor shareholders as well as foreign shareholder surveys and foreign beneficial shareholder data services.

In addition, Chuo Mitsui maintains an assortment of meticulously thorough IR support services, from a report on voting results to convocation notice sites, techniques to visualize how shareholders' general meetings will unfold, and individual shareholder questionnaires.



ISO/IEC 27001

An international standard for information security management systems (ISMS), ISO/IEC 27001 is based on an earlier British Standard, BS7799-2, and became a global benchmark under the International Standards Organization in 2005. In Japan, similar criteria were established under the ISMS Conformity Assessment System, which was replaced by a national standard, JISQ 27001, in 2006. The respective certification systems are administered by the United Kingdom Accreditation Service and the Japan Information Processing Development Corporation. To sustain information system confidentiality, integrity and availability, it is vital to ensure conformity in standards through ongoing improvement in system configuration and operation, as they pertain to system security, including the structures established to manage organizations, technologies, written documents, business succession and legal issues.

Developing the Stock Transfer Agency Business: Beijing Representative Office

In October 2007, Chuo Mitsui opened a representative office in Beijing, China, becoming the first Japanese financial institution to obtain permission from the China Securities Regulatory Commission to engage in securities-related services.

Capital market reforms in China have led to striking progress in opening the market to investment, and the new office will explore opportunities to develop services that utilize the many years of experience and know-how

accumulated by the Bank in security-related services for corporate clients in Japan.

Initially, the office in Beijing is tasked with information-gathering and market surveys targeting Chinese companies to gauge their interest in security-related services, including stock transfer agency services such as IR support and assistance with general shareholders' meetings.

Note : The China Securities Regulatory Commission is a government institution under the direct authority of the State Council that supervises and controls securities and futures markets in the People's Republic of China.