



**SuMi TRUST**  
SUMITOMO MITSUI TRUST GROUP

# Retail Financial Services of Sumitomo Mitsui Trust Group ~ Strategy for Investment Trust Sales ~

Sumitomo Mitsui Trust Holdings, Inc.  
Sumitomo Mitsui Trust Bank, Limited

July, 2013

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# Environment among Retail Financial Services

## External environment

Aging society

Growing potential demand for solutions regarding retail financial assets

Abenomics

Change of tax system for retail assets

### Materialization of potential demand

<Static demand>  
Stable asset management and administration



<Proactive demand>  
Reviewing the asset allocation

Securing the stock based income



Expanding the flow based income

## Internal environment

Doubled managerial resource through integration

### Strategy for personnel reallocation

Reallocating 300 head counts from head quarter

Expanding financial consultants with expertise of asset consultation (180 head counts ⇒ 250 head counts)

### Strategy for branch networks

New branches (Meguro, Ichikawa, Shin-yurigaoka)

Considering further establishment of new branches in wealthy uncovered areas

### Strategy for channels

Promoting efficient marketing through internet

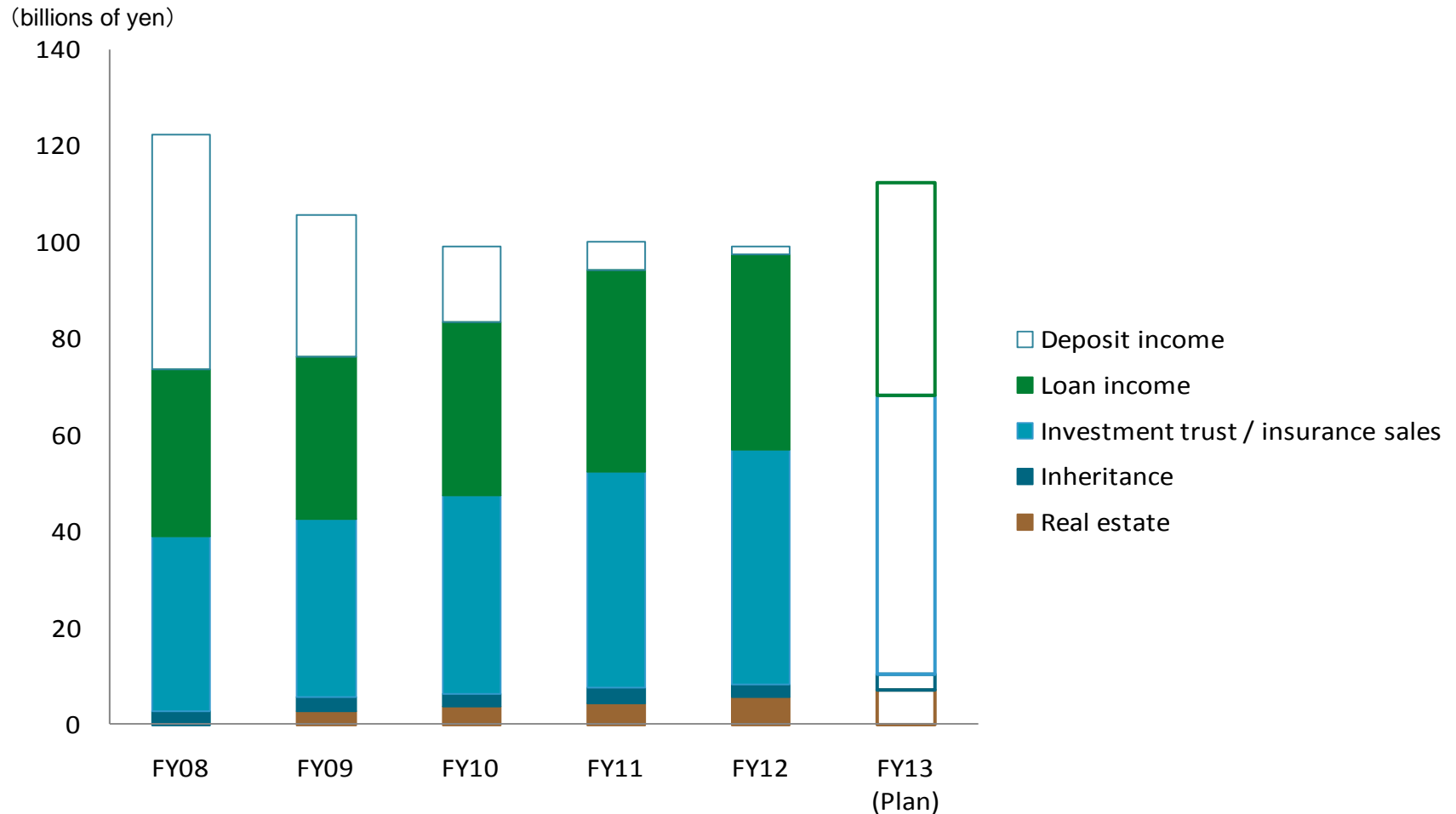
Expanding top-class internet sales among banks

Making the best use

Expanding the top line of Retail Financial Services

# Trend of income of Retail Financial Services (1)

Income is increasing continuously, other than the deposit income affected by lower interest rate, especially contributed by the expansion of income from investment trust / insurance sales

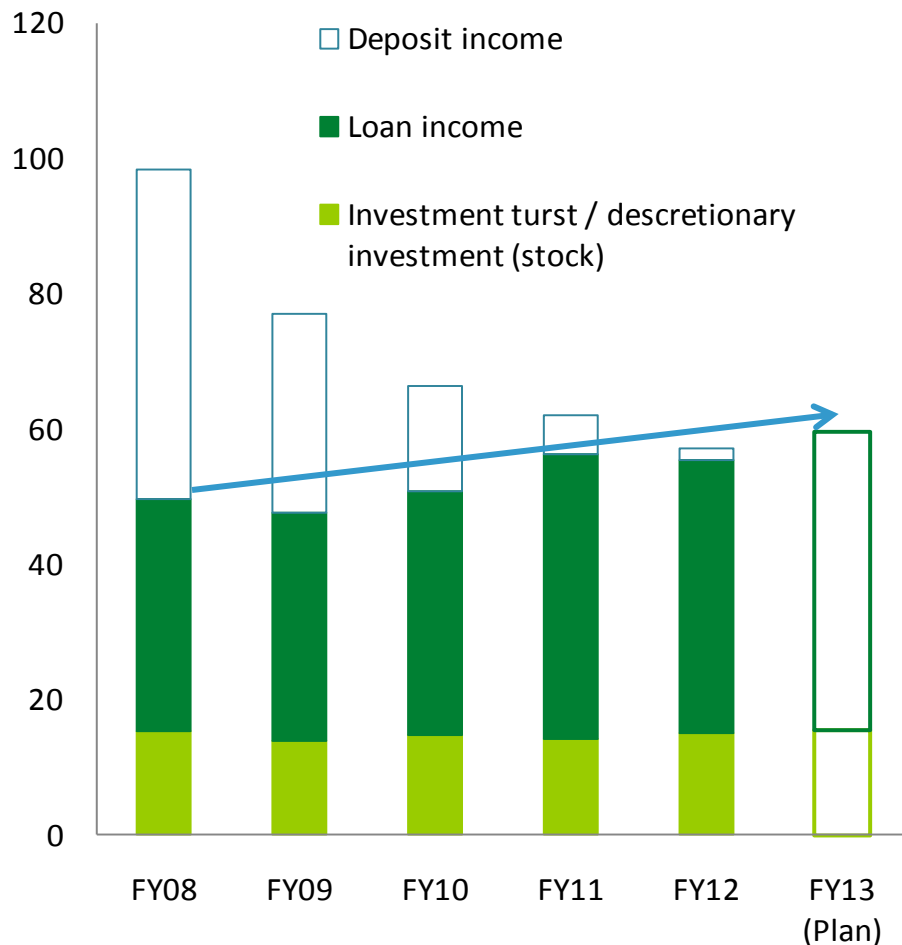


(Note) Above figures are calculated with certain assumptions under managerial accounting including the profit from the real estate subsidiary (excluding adjustments among business sections).

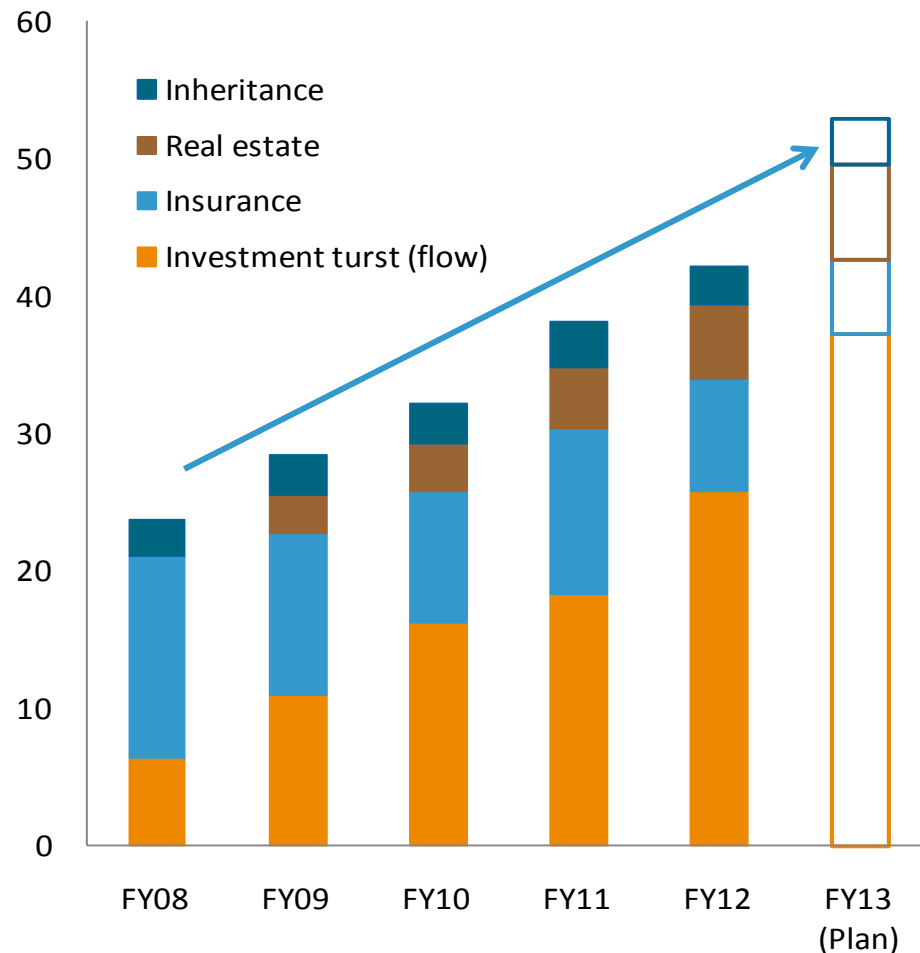
## Trend of income of Retail Financial Services (2)

Stable stock based income other than the deposit income,  
while increasing flow based income favorably

(billions of yen) [Trend of stock based income]



(billions of yen) [Trend of flow based income]



# Strategy for investment trust sales (1)

Conventionally, increasing the top-line through the expansion of flow based income along with stable stock based income

## Internal environment

- (1) Core & Satellite marketing
- (2) Product line up featuring the uniqueness as the trust bank

## External environment

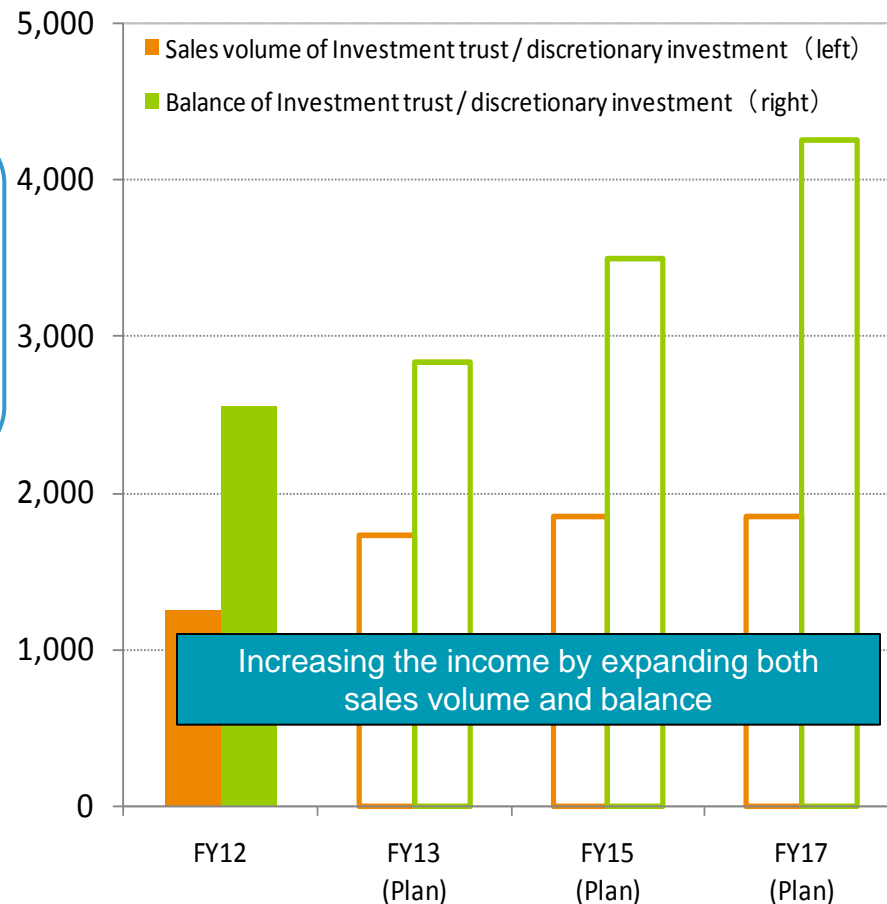
- (1) Turning point of long term market trend
- (2) Introduction of NISA

Conditions for chasing both flow based income and stock based income has been established

Aiming for further top-line growth through the expansion of both flow and stock based income by establishing the firm brand

## Sales and balance expansion plan (image)

(billions of yen)



# Strategy for investment trust sales (2)

## Business Measures for 1H FY 2013

### (1) Changing the system and the mind-set to count on the stock

- Enforce the business model counting on the “stock”
- Enforce the incentive to increase the balance and acquire the new funds

### (2) Further strengthening the consultation and marketing power

- Cultivation of human resources
- Enhancing the consulting know-how in the volatile market
  - Enhancing the capability to make proposals considering the whole picture of client portfolio based on “Core & Satellite” strategy

### Expansion of client base and entrusted assets

### (4) Approach to acquire the new client base

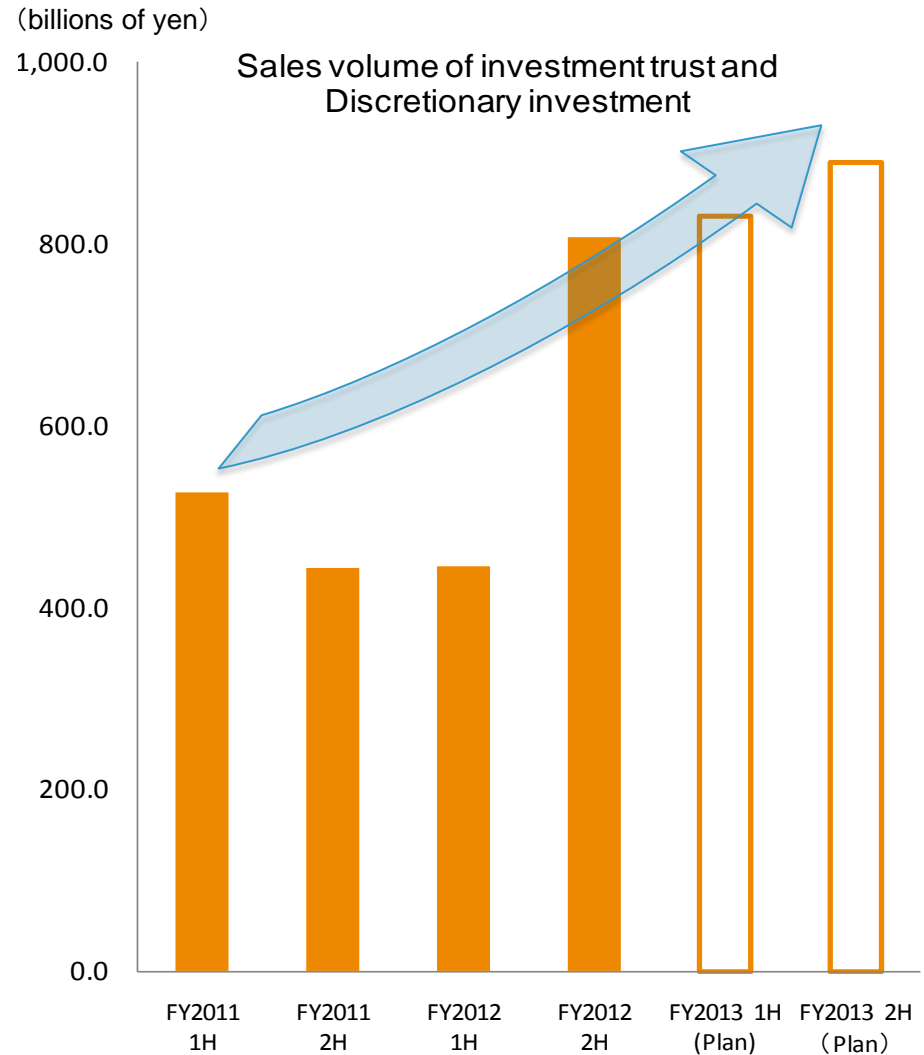
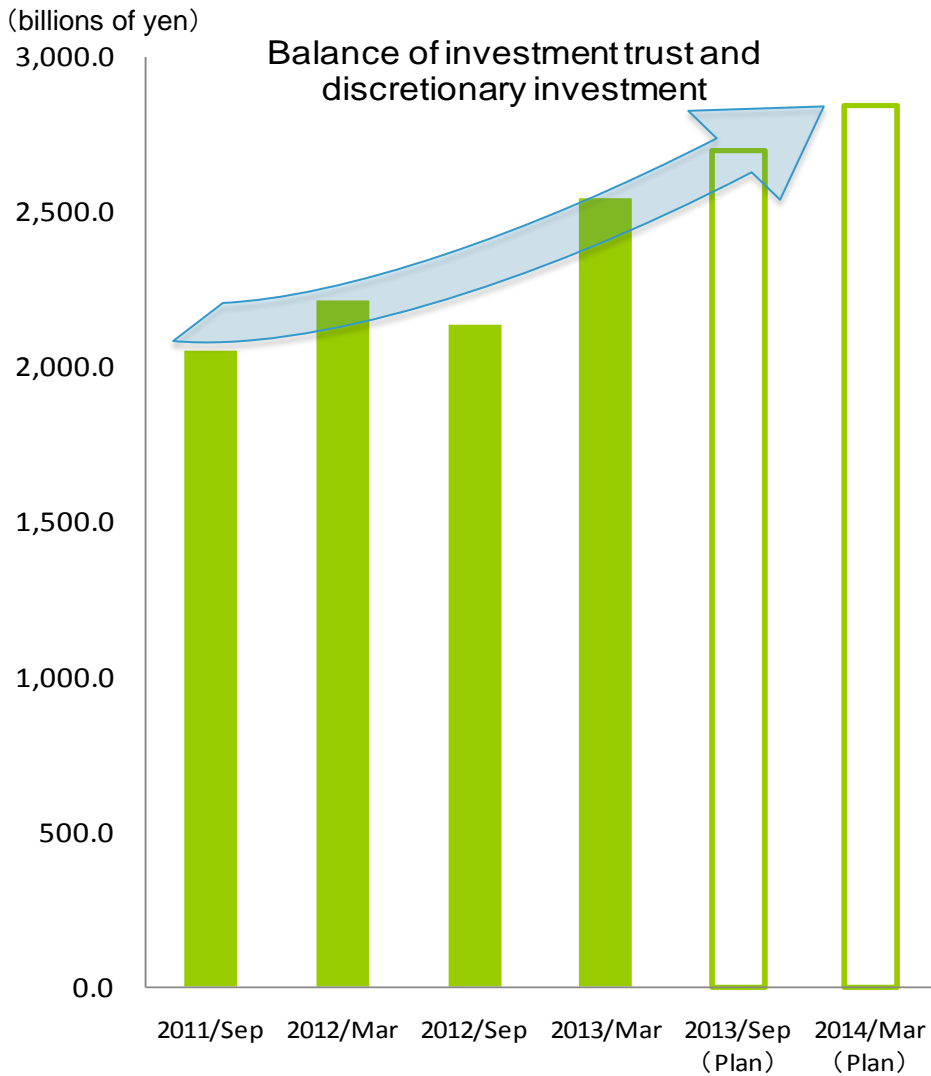
- Corresponding to the introduction of “NISA”  
Acquiring the new clients utilizing the investment consultation capability which matches with the demand for stable long term investment
- Expanding the marketing channel  
Internet, workplace channel, DC

### (3) Pursuing the uniqueness

- Product strategy of discretionally investment  
⇒ Introduction of “Lifelong Serenity Package”
- Cooperation with other business sections  
⇒ Multi bond fund  
⇒ North American equity fund

# Trend of balance and sales volume of investment trust and discretionary investment

Expanding both stock and flow based income through increasing the balance and sales volume





# “Wrap Selection” as a strategic product (1)

## “Wrap Selection”

### Discretionary Investment

SMA (¥30 million or above)

Fund Wrap (¥5 million or above)

Fully custom-made  
Discretionary  
investment

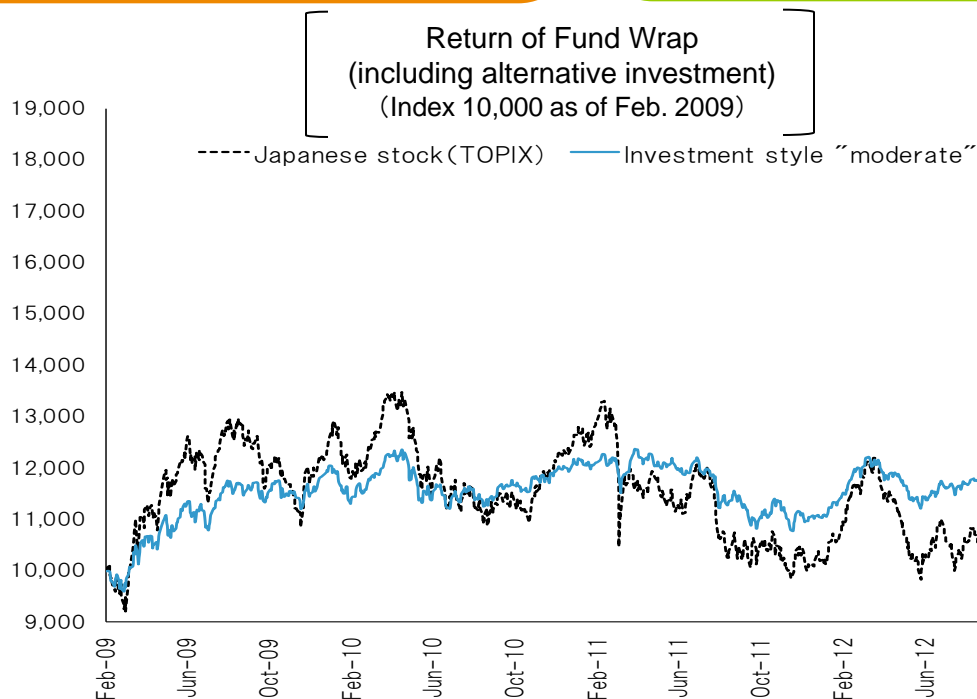
Options for  
five investment styles  
tailored to  
clients' risk latitude

### Investment Trust

Strategic investment Core Fund (“Core Wrap”)  
(¥10,000 or above)

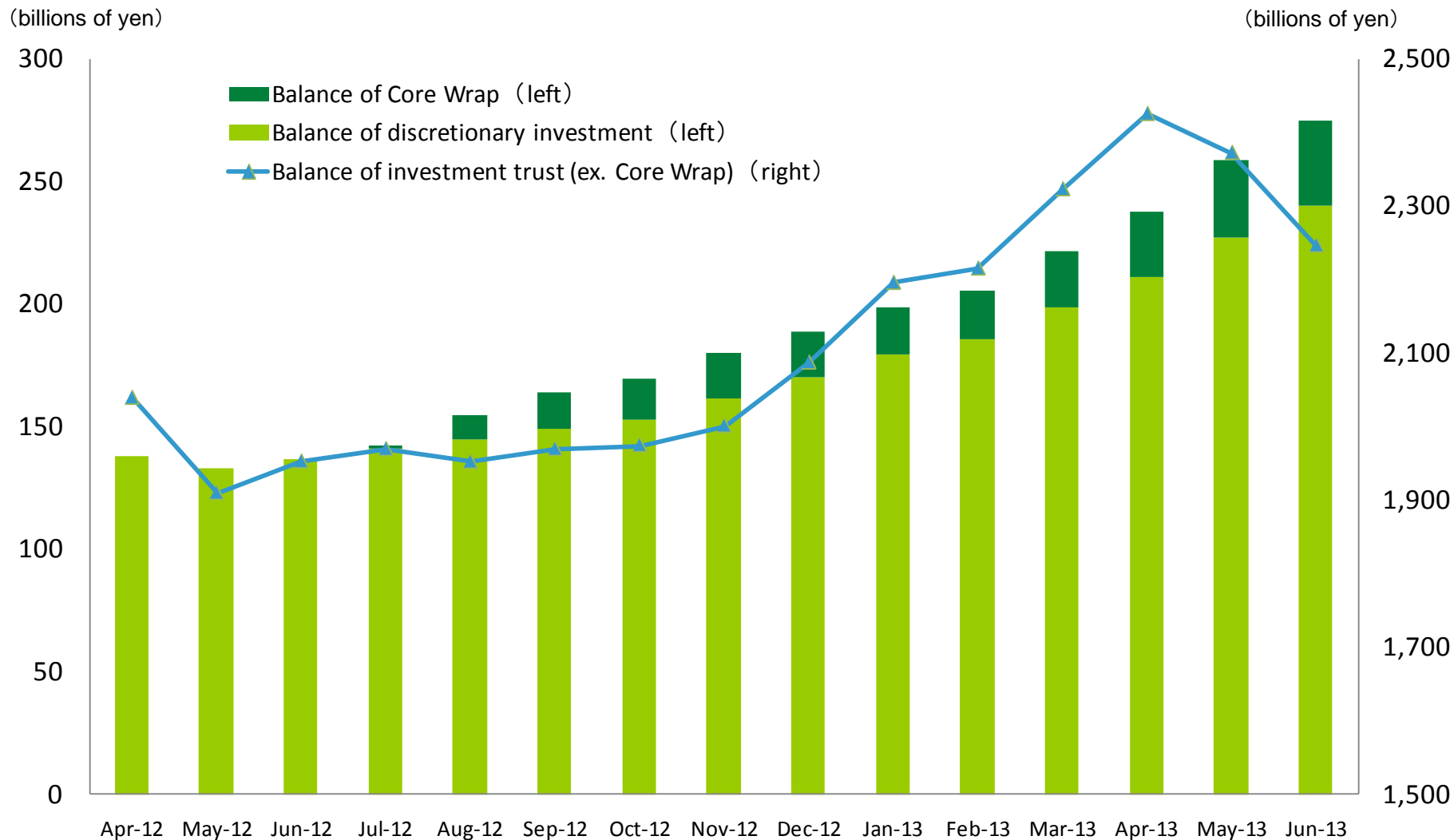
“Balanced-type”  
counting on  
the stability

“Growth-type” pursuing  
both stability and  
profitability



## “Wrap Selection” as a strategic product (2)

Balance of “Wrap Selection” is increasing stably while balance of investment trust fluctuates

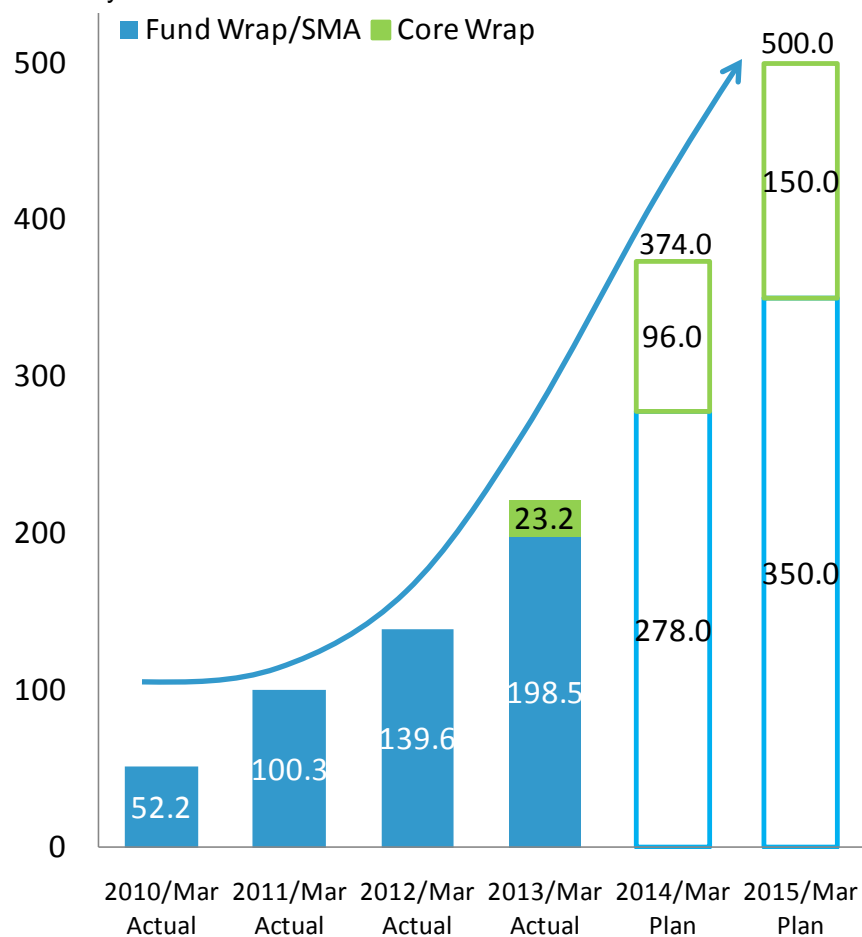


# “Wrap Selection” expansion plan

Seeking the stable increase as a mid-long term stable investment product

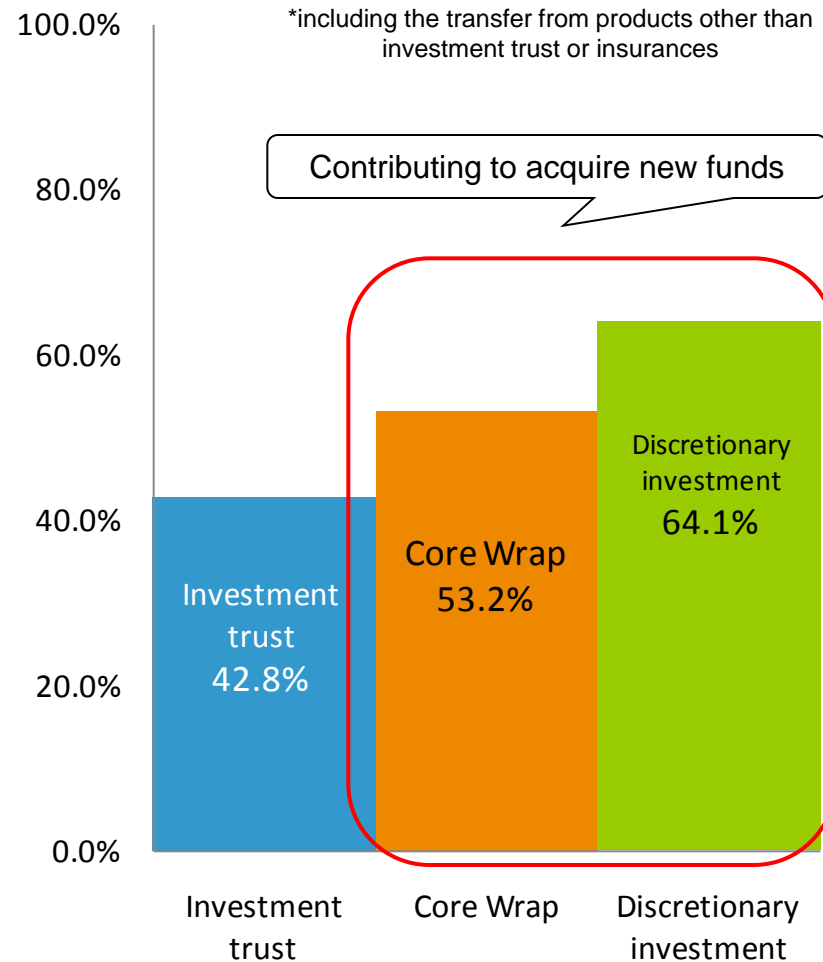
[¥500 billion plan of “Wrap Selection” balance]

(billions of yen)



[Ratio of new funds\*]

\*including the transfer from products other than investment trust or insurances

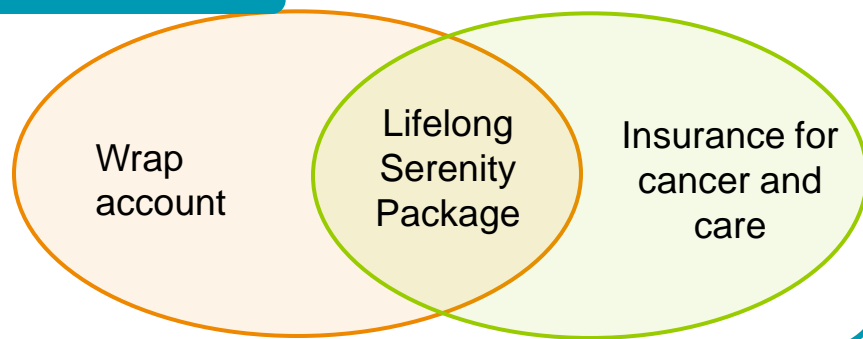


# Introduction of “Lifelong Serenity Package”

## “Lifelong Serenity Package”

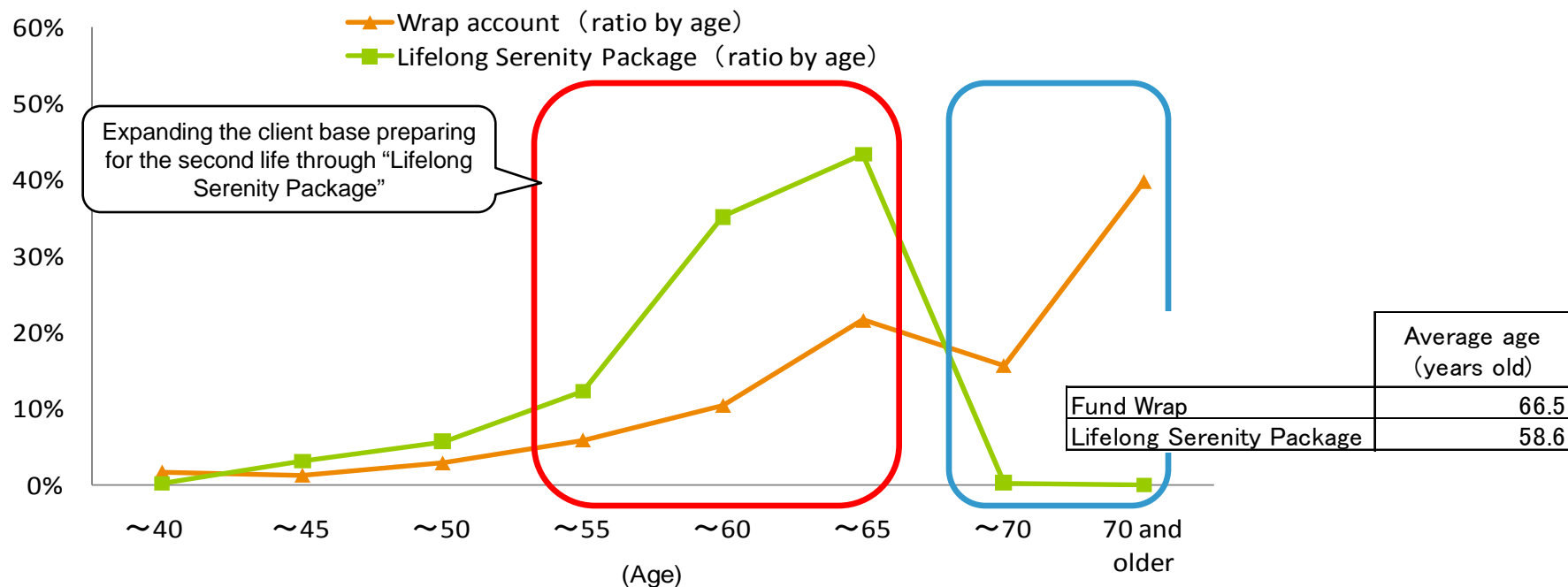
- Wrap account with free “cancer or care insurance”
- Insurance amount is determined in proportion to the amount with wrap account  
⇒ Providing ¥1million indemnity for each ¥5 million wrap account
- No insurance charge (covered by SMTB)

Providing the “Serenity” by solving the anxiety of “securing the living expenses” and “preparation for cancer and care”



## [Distribution of contracts by age]

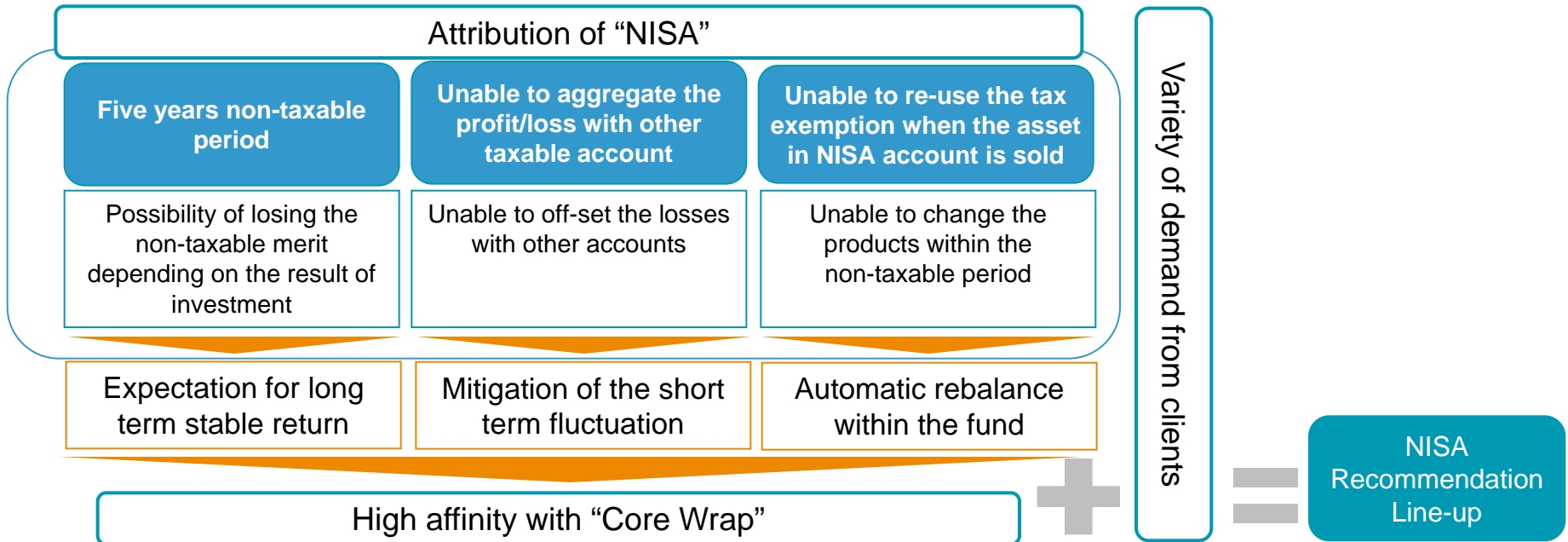
(Composition ratio)



# Utilization of “NISA”

## Corresponding to the introduction of “NISA”

[Strategy for product line-up]



[Strategy for acquiring new clients]

