



May 15, 2019

To whom it may concern:

Name of Company: Suruga Bank, Ltd.
Name of Representative: Director and President: Michio Arikuni
(Code No. 8358 First Section of Tokyo Stock Exchange)
Contact Person: Senior Executive Officer
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Basic Agreement on Business Alliance with Nojima Corporation

On May 15, 2019, the Company announced that it entered into a basic agreement on a business alliance with Nojima Corporation (Hiroshi Nojima, President, Director and Representative Executive Officer, Yokohama, Kanagawa Prefecture, hereinafter referred to as "Nojima").

Nojima's three core businesses are the "Digital Home Appliances Specialty Store Operations Business," "Carrier Shop Operations Business," and the "Internet Business." Nojima aims to be a hub of customers' Smart Life in the coming IoT era where all home appliances will be connected via the Internet.

The Company has strengths in the retail business and has developed various personal financial products and services using the Internet, while Nojima has a total of 851 digital home appliance specialty stores and carrier shops mainly in the metropolitan area and has strengths in the Internet business and IT solutions provided by its core subsidiary NIFTY Corporation. By forming a digital financial economy, including a credit card business through a partnership with Nojima to mutually leverage the strengths of the face-to-face and the online services, we can create new banking services in addition to conventional banking services, so that we can contribute to benefits for various customers. Thus, the two companies have agreed to make full-scale studies and discussions for business alliances.

Taking advantage of the strengths of both companies' retail businesses, we intend to proceed with specific discussions in the following fields, and work together on various business collaboration measures in order to realize alliance synergies.

- (1) Promote joint credit card business and the improvement of various financial services both face-to-face or through the Internet using a credit card
- (2) Joint development of online services and FinTech business utilizing the customer bases of both companies
- (3) Collaboration in sales strategies, such as sales of mutual products and sales promotion at stores and branch offices of the two companies
- (4) Discounted cross-selling of Nojima's products and services at Nojima's stores to Suruga Bank's customers
- (5) Regional revitalization centered on Kanagawa Prefecture and the Tokai region

[Outline of Nojima Corporation (as of May 15, 2019)]

Name: Nojima Corporation

Location: 220-6126 Minatomirai 2-3-3, Nishi-ku, Yokohama City, Kanagawa Prefecture

Representative: President, Director and Representative Executive Officer Hiroshi Nojima

Business areas: The digital home appliances specialty store operations business, the carrier shop operations business, and the Internet business

Established: June 23, 1982

URL: <https://www.nojima.co.jp/>

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