

March 6, 2017

Company name: Mebuki Financial Group, Inc.

Representative: Kazuyoshi Terakado, President

(Code number : 7167 First Section,

Tokyo Stock Exchange)

Notice of Changes of Trade Names of Subsidiaries

Mebuki Financial Group, Inc. (Mebuki) announces that the trade names of its consolidated subsidiaries “The Joyo Lease Co., Ltd.” and “The Joyo Securities Co., Ltd.” will be changed as shown below.

Description

1. Reason for the change

Mebuki was established as a result of the business integration of Ashikaga Holdings Co., Ltd and the Joyo Bank, Ltd. (Joyo Bank) on October 1, 2016. In the “First Medium-Term Group Business Plan” launched with the establishment of the group, “Expansion of comprehensive financial services” is set up as one of the basic strategies of the integration. Based on the strategy, Mebuki has been seeking to provide one-stop financial services with greater added value in response to diversifying customer needs.

In line with the strategy, we will change the trade names of “The Joyo Lease Co., Ltd.” and “The Joyo Securities Co., Ltd.” to “Mebuki Lease Co., Ltd.” and “Mebuki Securities Co., Ltd.” respectively in order to strengthen and deepen the cooperation within the group and expand its comprehensive financial services.

2. Overview of the subsidiaries

(1) The Joyo Lease Co., Ltd.

Present trade name	The Joyo Lease Co., Ltd.
Head office	4-12, Minami-machi 3-chome, Mito, Ibaraki
Establishment	September 25, 1974
Representative	Mikio Kawamata, President
Main business	Leasing
Capital stock	100,000,000 yen
Shareholder and shareholding ratio	The Joyo Bank, Ltd. (100%) (Mebuki's indirect ownership is 100%)

(2) The Joyo Securities Co., Ltd.

Present trade name	The Joyo Securities Co., Ltd.
Head office	4-12, Minami-machi 3-chome, Mito, Ibaraki
Establishment	November 30, 2007
Representative	Toru Hakata, President
Main business	Securities
Capital stock	3,000,000,000 yen
Shareholder and shareholding ratio	The Joyo Bank, Ltd. (100%) (Mebuki's indirect ownership is 100%)

3. New trade names

(1) The Joyo Lease Co., Ltd.

New trade name	Mebuki Lease Co., Ltd. (Japanese: 株式会社めぶきリース)
Trademark	 The logo for Mebuki Lease Co., Ltd. features the word "MEBUKI" in blue capital letters with a green leaf icon above the "I". To its right is the Japanese text "めぶきリース" in blue. Below both is the smaller text "めぶきフィナンシャルグループ" in blue.

(2) The Joyo Securities Co., Ltd.

New trade name	Mebuki Securities Co., Ltd. (Japanese: めぶき証券株式会社)
Trademark	 The logo for Mebuki Securities Co., Ltd. features the word "MEBUKI" in blue capital letters with a green leaf icon above the "I". To its right is the Japanese text "めぶき証券" in blue. Below both is the smaller text "めぶきフィナンシャルグループ" in blue.

4. Scheduled date of the change April 3, 2017

5. Reorganization of the leasing business within the group

In addition to the changes of the trade names, Mebuki will integrate The Joyo Lease Co., Ltd. (Joyo Lease) and the leasing division of Ashikaga Credit Guarantee Co., Ltd. into Mebuki Lease Co., Ltd. (present: Joyo Lease) in order to strengthen the leasing business. Under the business alliance agreement dated October 1, 2016, The Ashikaga Bank, Ltd. (Ashikaga Bank) mediates the auto lease products provided by Joyo Lease. Optimizing the allotment of business resources within the group through the integration of the leasing business, we will provide comprehensive financial services with greater added value to the customers of Mebuki Group companies such as Joyo Bank, Ashikaga Bank and so forth.

We will consider converting Mebuki Lease Co., Ltd. (present: Joyo Lease) into a wholly owned subsidiary of Mebuki along with the change of the trade name and the integration of the leasing business. Specific details of the conversion have not yet been determined and will be announced as soon as they are decided.

Furthermore, being an internal transaction, this reorganization will not have a significant effect on Mebuki's consolidated performance.

(Reference) Ashikaga Credit Guarantee Co., Ltd.

Trade name	Ashikaga Credit Guarantee Co., Ltd.
Head office	1-25, Sakura 4-chome, Utsunomiya, Tochigi
Establishment	December 21, 1978
Representative	Norio Nozawa, President
Main business	Credit guarantee, Leasing
Capital stock	50,000,000 yen
Shareholder and shareholding ratio	The Ashikaga Bank, Ltd. (100%) (Mebuki's indirect ownership is 100%)

End

Inquiries:

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