INTERVIEW **Digital Platform**

Spurring Fresh Innovation to Asset Management in the Digital Age ——

Asset Management Services Combining Digital Convenience with Comprehensive Support: Opening New Frontiers with Olive Consulting

In August 2025, the SMBC Group established Olive Consulting, a joint venture with SBI Group. Since May 2026, Olive Consulting has been providing asset management services via Olive that blend digital tools and in-person consulting. SMBC Group and SBI Group employees involved in the establishment Olive Consulting met to discuss initiatives for spurring innovation in the digital age.

(First from right)
Ryota Murase
Deputy President, Manager of Marketing Department, Olive Consulting
Oversees all aspects of service planning and marketing, and leads business design

(Center)
Ryo Munakata
Director, Manager of Planning Department, Olive Consulting
Oversees tasks including establishing Olive Consulting and corporate planning such as general affairs, human resources, and finance

(Second from left)
Asako Kono
Retail Marketing Department, Sumitomo Mitsui Banking Corporation (SMBC)
In charge of promoting collaboration between SMBC and Olive as the SMBC contact point

(First from left)
Hiroki Inaba
Manager of Strategic Business Promotion Department, SBI Securities
(Also serves as Director, Olive Consulting)
Supports product introduction as SBI Securities' contact point for planning and collaboration

(Second from right)
Naoto Hata
Strategic Business Promotion Department, SBI Securities
Supports collaboration with Olive and data utilization as SBI Securities' contact point

Services Provided by Olive Consulting

Murase SMBC Group and SBI Group established Olive Consulting with the aim of developing new asset management services on Olive. Through research into customer feedback and needs, we found that many customers primarily use digital channels for transactions but still seek advice on asset management due to uncertainty. At the core of our approach is providing asset management services that support and stay close to these customers. To achieve this goal, SMBC Group provides Olive's platform as well as the consulting and advisory expertise developed across its banking and securities businesses. The SBI Group will leverage its track record with asset management, including its extensive range of investment products as a leading online securities firm, its advanced digital infrastructure, and its cost-effective and user-friendly service experience, to provide services that combine the strengths of both groups.

Munakata Our key advantage over other companies is providing consulting via the Olive platform, while retaining the service quality and usability of SBI Securities. We are targeting the space that offers comprehensive support even at low cost. We are also working on differentiating the user experience; for example, customers can select advisors based on their name, photo, experience, or qualifications, and then review and rate them, ensuring a service designed from the customer's perspective.

Murase SBI Securities excels at rapidly delivering innovative products and services to customers. That driving force is a key element of this partnership. We have also begun developing the wrap account service “Olive Wrap,” drawing on the strengths of both groups, and we expect to continue delivering new value to customers quickly.

Inaba These partnership initiatives have actually been underway for some time, and many customers are already being introduced to SBI Securities through Olive. SMBC Group’s extensive customer base, along with touchpoints deeply embedded in customers’ daily lives through services such as payments, is a significant advantage. Meanwhile, as SBI Securities, we would like to leverage the asset management services and digital expertise we have cultivated to offer SMBC Group customers a wider array of asset management options.

Hata We also have high expectations for SMBC Group’s advanced, in-person consulting services. One key feature of this initiative is the successful combination of digital convenience with an environment where customers are able to easily consult with advisors whenever necessary.

Kono We have traditionally provided asset management services centered on face-to-face consultations. There are aspects that would be difficult to achieve on our own, such as effective digitalization, diversification of the service lineup, and providing more competitive fee structures. By launching the new company, Olive Consulting, the five companies* providing funding can provide resources generously, making it possible to offer customers the latest products even quicker.

Strengthening Touchpoints with Digitally Savvy High-Net-Worth Individuals

Kono In recent years, a growing number of high-net-worth customers have been completing their transactions fully online by themselves. In this context, SMBC Group establishing robust touchpoints with the growing “digital high-net-worth” segment was the starting point behind this initiative. We aim to create a virtuous cycle in which we establish connections with younger customers through Olive, support their asset formation and funding needs from an early stage, and eventually provide further asset-building support through Olive Consulting when they become digitally savvy high-net-worth individuals in the future.

Inaba I also believe that there will be more customers aiming to maintain and protect their assets as they prepare for retirement. Areas like these are difficult for online securities alone to cater to, so cooperation with Olive will be essential.

Murase We need the support of many customers, so raising customer satisfaction is our primary objective.

Munakata We also plan to improve our services in an agile manner while monitoring direct customer feedback.

Inaba Given that this is a challenge that major financial institutions have not yet actively addressed, it is important to evolve it flexibly going forward. Fortunately, we have many young team members with a strong sense of responsibility capable of bringing about changes on their own. We will continue to move forward with speed and agility, constantly evolving without losing momentum.

Hata Another key strength is the wide array of data such as consumer behavior and other sources based on SMBC Group’s extensive services. The SBI Group is also accumulating extensive data and expertise related to finance and asset management, and we aim to deliver more personalized proposals for each customer by leveraging AI to analyze the data of both companies.

Kono Progress is also being made beyond company boundaries, which is important. If we are successful with this project, it will also serve to create opportunities for new initiatives in other fields, so I hope that we can pool the resources of everyone here to make sure Olive Consulting is a success.

** Sumitomo Mitsui Financial Group, SMBC, SMBC Nikko Securities, SBI Holdings, and SBI Securities*