

**Akio
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Senior Managing
Executive Officer
Head of Retail
Business Unit

Strategies of Business Units

Retail Business Unit



In major fields such as asset and wealth management business, payment and consumer finance business, we will leverage “the Group’s Comprehensive Strength,” “Advanced Services,” and “High-Quality Consulting” as our strengths to build a sustainable business portfolio through business expansion by improving customer convenience and streamlining through business process reforms.

Retail Business Unit results

	FY2024	YoY ¹
Gross profit	¥1,377.3 billion	+¥118.9 billion
Expenses	¥1,110.3 billion	+¥67.5 billion
Base expenses	¥745.4 billion	(¥6.5) billion
Net business profit	¥273.8 billion	+¥52.6 billion
Net income	(¥24.4) billion	(¥74.2) billion
Excluding temporary impact ^{*2}	¥103.2 billion	+¥53.5 billion
ROCE1^{*2}	8.6%	+3.1%
Risk-weighted Assets (RWA)	¥13.6 trillion	+¥0.6 trillion

^{*1} After adjustment for exchange rate impacts, etc.

^{*2} Excluding the impact of the radical allowance on interest repayment

Key strategies

Further expansion of group business centered on Olive

Strengthening group-based finance business

Expansion of deposits transactions and channel strategy based on Olive transactions

Differentiation and strengthening of competitiveness in the business for affluent customers integrating banking, securities, and trust

Introduction	Management Messages	Value Creation Story	Create Social Value / Pursue Economic Value	Rebuild Corporate Infrastructure
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In FY 2024, amid a continued favorable business environment, topline revenue expanded in major businesses such as asset and wealth management, payment and consumer finance, and deposits, resulting in net business profit exceeding the previous year.

In the asset and wealth management business, AM and foreign currency deposits balances increased by +¥1.6 trillion; in payment and consumer finance business, sales handled increased by +¥4.2 trillion, outpacing overall market growth; card loan balances rose +8%; and deposits balances increased by +¥1.3 trillion, steadily expanding our business scale. Progress on key measures of the Medium-Term Management Plan is also on track.

The number of Olive accounts continues to grow steadily, and we are also working on the rollout of “STOREs” and “Olive LOUNGE,” steadily building a hybrid model that integrates digital and physical channels. In addition, we have worked to enhance and streamline the Group’s business structure supporting key measures, such as the integrated group strategy combining banking, securities, and trust in the asset management business, the merger of Sumitomo Mitsui Card Company and SMBC

Finance Service, and the conversion of SMBC Consumer Finance into a subsidiary of it.

In FY2025, the final year of the current Medium-Term Management Plan, uncertainty is increasing regarding the outlook of business environment, especially overseas, but in Japan, the business environment is expected to remain generally favorable, with the Japanese economy regrowing and interest rates normalizing. We will continue to actively pursue growth areas such as cashless business and business for affluent customers, while also working to strengthen profitability through expansion of the customer base via Olive, and to improve productivity by accelerating digitalization and AI utilization, aiming for further improvement in ROE.

The retail business is presented with valuable growth opportunities arising from social issues, such as promoting asset formation toward “Japan as a Leading Asset Management Center”, advancing cashless payments, and preparing for the era of 100 year lifespans. By capturing changes in society and advancing our business model, we aim to achieve both social and economic value.

C O L U M N

The highest rank of Olive, “Olive Infinite”*



* The name is subject to change.

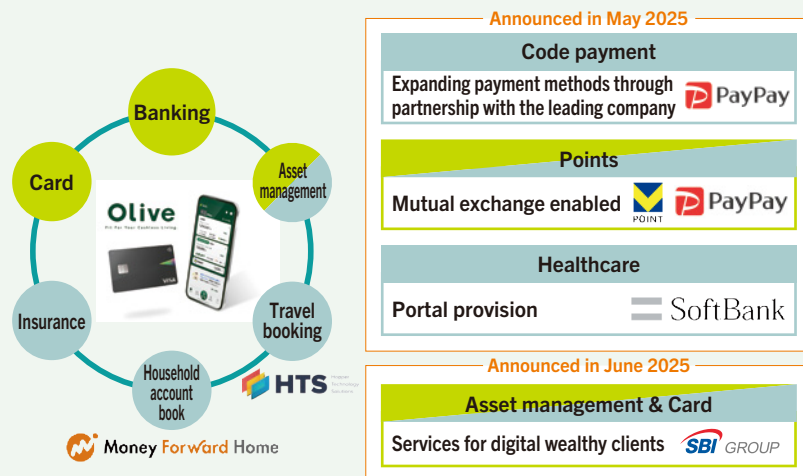
In June 2025, we announced the establishment of “Olive Infinite,” the highest rank of Olive. With “Olive Infinite,” both payment services and asset management services will be further enhanced beyond the conventional Olive.

For payment services, we will adopt Japan’s first “Visa Infinite,” the highest rank of Visa, offering outstanding economic benefits centered on V Points and extraordinary experiential value such as invitations to members-only events.

For wealth management services, a new joint venture to be established based on a business alliance with the SBI Group will be responsible. We plan to offer “Flexible Consulting,” which combines the highly convenient online securities functions of SBI Securities with the high-quality in-person consulting functions of SMBC Nikko Securities and Sumitomo Mitsui Banking Corporation.

By providing the highest-level services in a one-stop, digital-based manner, we aim to meet the needs of affluent customers who use digital channels on a daily basis.

Digitalization of retail business centered on Olive



Olive, a comprehensive financial service for individual customers, was released in March 2023.

The number of account openings has surpassed 5.7 million in about two years since release, progressing steadily toward the five-year target of 12 million.

Olive is a highly competitive service that allows seamless use of various financial and non-financial transactions like never before. With a single app, you can use bank accounts, card payments, finance, and, through partnerships with SBI Securities and Lifenet Insurance, also access online securities and insurance services. It also features the world's first flexible pay function, allowing you to switch between credit, debit, and point payments

with a single card. Furthermore, by using various functions, V POINTs are awarded, and accumulated V POINTs can be used for payments at Visa member stores worldwide.

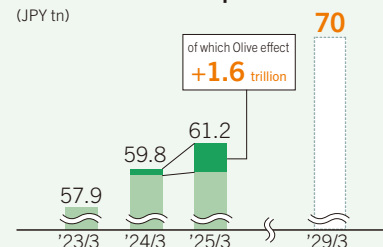
We are also advancing up-grades through collaboration with external partners: in July 2024, we announced and began development of service collaboration with Money Forward, and in March 2025, launched V Trip, a travel service with HTS (Hopper Technology Solutions) as the first non-financial service.

In May 2025, we also entered into a comprehensive partnership with SoftBank in the digital field. We envision providing innovative services by combining SoftBank and PayPay's digital/AI technologies and financial services. Furthermore,

in June 2025, we announced the establishment of a new company in partnership with the SBI Group to provide new wealth management and payment services for digital affluent customers. By offering flexible, high-quality consulting and the highest-ranked cards tailored to the lifestyles of customers who use digital services daily, we aim to create a world where customers feel "With Olive, I have lifelong peace of mind."

By providing services that leverage digital strengths, we are acquiring accounts and becoming the main bank even in areas where SMBC does not have any branches, leading to increased deposits balances amid rising domestic interest rates. Going forward, we will continue to upgrade Olive, further increase deposits acquisition, and expand profitability through cross-selling of various products and services within the Group.

SMBC individual deposits balance
(JPY tn)



Improving the Convenience of Olive Through Collaboration with External Partners

In July 2024, Sumitomo Mitsui Card Company, Limited (SMCC) announced a capital and business alliance with Money Forward, Inc., which offers household accounts and asset management apps. Thereafter, the two companies launched a joint venture by establishing Money Forward Home, Inc. SMCC and Money Forward are working together to develop and provide services, including seamless fund transfers and support for financial activities using AI assistants, to address customers' financial issues.

Meanwhile, in March 2025 SMCC launched V Trip, a travel reservation service, with Hopper Technology Solutions (HTS), a Hopper Inc. business. V Trip leverages travel fintech, cutting-edge technology that is a unique strength of HTS. The technology predicts changes in flight prices and proposes the optimal time to purchase tickets. SMCC will address diversifying travel needs by combining travel fintech with its digital services and V Point, one of Japan's largest loyalty programs.

On the following page, we present a dialogue between representatives from SMCC, Money Forward Home, and HTS who discuss the objectives of collaborative services and future outlook.



Dialogues with Partners



Raphael Lanfant

HTS
Asia Pacific and the Middle East
Vice President



Yuki Yamamoto

SMCC
Business Development Division
Product Owner

Mayu Takano

SMCC
IT Strategy Division
Deputy General Manager



Yoshimi Suezawa

Money Forward Home
Head of Product Division

Sumitomo Mitsui Card Company × Money Forward Home



Takano (SMCC): As we aim for further development of Olive, we believed that collaboration with external companies possessing excellent technologies and services is essential. Among them, the household account book and asset management service Money Forward ME was extremely attractive as a partner for building an open financial platform deeply rooted in customers' lives. We were convinced that by integrating with Olive, we could provide new value never seen before, which led to this partnership.

Suezawa (Money Forward Home): Thank you very much. Our Group has always aimed to become a money platform, and we deeply resonated with the idea of Olive evolving into an open service. By joining hands with Olive, which has a strong customer base as a bank and card company and is steadily increasing its membership, we strongly felt that we could realize a new service where anyone can enjoyably continue managing their money.

Takano: Money Forward ME boasts the top domestic share and an

overwhelming number of affiliated financial institutions, and I believe that this large number of connections leads to high quality and reliability. Not only do they provide data, but their clear vision of using that data to improve customers' lives is also wonderful.

Suezawa: By combining Money Forward Home's know-how in visualizing money with Olive's payment functions and strong customer base, I have high expectations that we can provide a new financial experience, seamlessly managing and utilizing money.

Takano: While advancing the project, I was also impressed by the speed of both parties. In particular, the rapid release of the V Point linkage function in Money Forward ME demonstrated their high in-house development capability and execution power. On the other hand, as a financial institution, the first prerequisite is that we must of course comply with rules and processes that must be observed, but we have worked with an awareness of swift decision-making. We will continue to

match the speed of Money Forward Home and respond flexibly and quickly.

Suezawa: We are grateful to have contributed to creating a safe and secure service through repeated discussions, and we would like to continue exploring further avenues of collaboration. For example, to further enhance the convenience of Olive's advantage of mobile comprehensive financial services, we would like to strengthen the integration between Olive and Money Forward ME so that users can check transaction data from any financial institution in the Olive app and seamlessly use it for actual transactions, thereby improving usability.

Takano: We design services with customer convenience as our top priority, while also capturing future trends such as the growing need for asset formation and increased digital usage among high-net-worth individuals, aiming to provide valuable digital financial services to all customers. Our greatest goal is to grow Olive into the most trusted financial service for our customers.

Sumitomo Mitsui Card Company × HTS



Yamamoto (SMCC): SMCC recognized the significance of travel in its quest to go beyond financial services and offer customers value in every aspect of their daily lives. We concluded that HTS would be the ideal partner for Olive in the travel industry, where prices are high and the shift to online activities is advanced, if we could leverage HTS's innovative technology and global deployment capabilities.

Lanfant (HTS): HTS was aware of the importance of the Japanese market from the outset. With its solid customer base, SMCC was the prime candidate to partner with us in offering our unique value to Japanese customers. In particular, SMCC's commitment to innovation, as seen with Olive, matched our vision of redefining travel experiences through technology, so we feel that our partnership is very meaningful.

Yamamoto: There are many travel reservation websites. However, in addition to featuring more than 500,000 hotels worldwide, HTS is far superior to any other in terms of accurate flight price prediction technology and the vast amount of data and machine-learning algorithms that drive said technology.

HTS also understood Olive's open platform concept. I feel that the flexible collaborative framework established by both parties helped realize the smooth execution of the V Trip project.

Lanfant: This partnership can provide benefits to many people. Combining our technology with Olive's financial services and V Point program enables customers to use V Points for travel and get the best deals on flights with peace of mind. For HTS, the collaboration with Olive means it can access a huge and active customer base in Japan.

Yamamoto: As you said, combining the powerful asset that is the V Point program with HTS's advanced technology is highly significant. I believe that our deep understanding of the Japanese market was essential to achieving this synergy.

Lanfant: The HTS team has extensive global experience, and it worked to understand circumstances specific to the Japanese market and implement localization. Establishing a dedicated local HTS team in Japan and ensuring effective communication helped us meet the needs and expectations of Japanese customers. We were impressed with not only the

thoroughness and professionalism of the SMCC team members but also their deep understanding of and ability to quickly learn about the travel industry.

Yamamoto: Thank you for your kind words. First, we aim to make V Trip the best platform for SMCC cardholders, including Olive users, and V Point members to book travel arrangements. In the future, we will further strengthen V Trip's integration with Olive. For example, we are examining the possibility of offering special travel plans specifically for Olive users.

Lanfant: HTS will continue to incorporate new technology and develop functions and services that benefit customers. In particular, package deal offerings that combine accommodation with flight or train options have the potential to enhance convenience and savings for customers, so we are very eager to partner with SMCC on this initiative.

Yamamoto: SMCC will maintain an emphasis on openness and seek to create new and comprehensive financial services that exceed the expectations of customers through collaboration with HTS and a variety of other external partners.