

Consumer Banking



Advertisement for SMBC Consulting Plazas



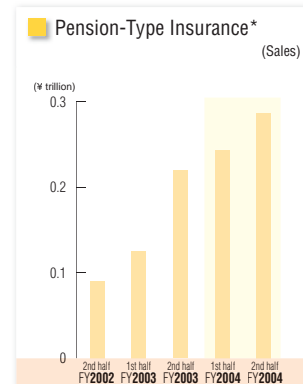
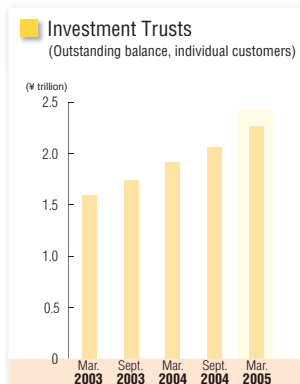
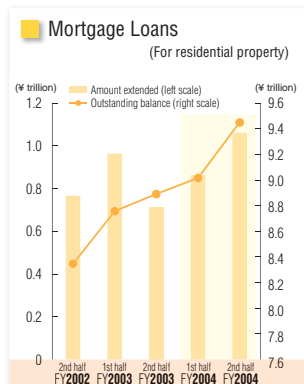
"Announcing My Home Plus"

Consulting Business

In fiscal 2004, SMBC's Consumer Banking Unit expanded its range of financial products and asset management services. The Unit added a securities intermediary service and a testamentary trust service, and launched new investment trusts.

In home mortgages, SMBC in April 2005 launched "My Home Plus," a new mortgage loan product that meets diversified customer needs by offering a comprehensive range of services, as well as competitive interest rates.

The bank now operates 65 SMBC Consulting Plazas. These immensely popular, dedicated service outlets—open until late on weekdays, and also open on weekends and national holidays—offer consultation on asset management and loans.



*Launched in the second half of fiscal 2002

Profile

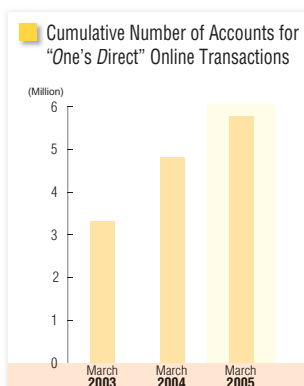
SMFG, principally through the Consumer Banking Unit of its banking subsidiary SMBC, offers high value-added financial services under the brand name "One's next." This reflects the emphasis we place on helping customers determine the next step of their financial plans according to their stage of life. By creating services that address specific customer needs, we are working to make SMFG into the No. 1 financial group in consumer financial services.

Specifically, we are leveraging our capabilities to develop outstanding products and services, our consulting abilities—provided by staff with

high-level expertise—and our area marketing approach to provide superior financial services to our customers. Pension-type insurance sales in fiscal 2004 amounted to ¥583.9 billion, for a cumulative total of ¥1,063.5 billion. Sales of foreign bonds came to ¥80.8 billion. As of March 31, 2005 the outstanding balance of investment trusts under management was ¥2,264.8 billion, and that of mortgage loans was ¥13,240.4 billion. These achievements underscore the popularity of our services.



"We offer three card loan products."



Consumer Finance

In September 2004, SMFG formed a business alliance with Promise Co., Ltd., one of Japan's leading consumer finance companies. Under the alliance, SMFG established Card Loan Plazas in March 2005 to centralize all operations involved in the processing of card loan applications, including the receipt of applications, requests to Promise for credit screening, notification of the evaluation results, and the receipt of inquiries. In addition, SMBC installed 427 ACMs (Automatic Contract Machines) at domestic branches in April 2005, and launched a joint consumer finance business with At-Loan Co., Ltd. and Promise.

Settlement and Finance Business

We are continuously working to upgrade the features of our popular online service "One's Direct" by expanding the service menu, thus enhancing customer convenience. This remote banking service was ranked as the industry leader for three consecutive years in the Internet Banking Services ranking by Gomez, Inc., a leading Internet performance rating company. The number of subscribers to "One's Direct" as of March 31, 2005 was 5.77 million, an increase of approximately 960,000 from March 31, 2004.

Low-Cost Operations

In April 2005, SMBC began reorganizing its domestic branch network to improve customer service and enhance operational efficiency. In the new organization, each domestic branch will be divided into a "branch" and a "service office." Branches specialize in business promotion targeting individuals, while service offices focus on raising the efficiency of back-office operations in order to improve customer satisfaction, establish advanced compliance and operations management systems.

Topics



Reinforcing Cash Card Security

In February 2005, SMBC introduced the IC cash card, a smart card with an embedded IC chip. SMBC also plans to introduce an IC cash card equipped with a biometric authentication system to ensure even tighter security.



"One's Message" Service

In April 2005, SMBC launched the new "One's Message" Service, a service for clients who do not feel the need to leave a formal will, but would like to communicate their last wishes to their families and make sure they know the whereabouts of important documents such as bank passbooks.

The bank keeps the form and sends it to the designated person at the time of inheritance.