

August 2, 2011
SMBC Nikko Securities Inc.

**SMBC Nikko Securities wins a silver prize in Best Outbound Campaign in Asia-Pacific,
in a contest for the 2011 Contact Center World Awards:
the first winner among domestic financial institutions**

SMBC Nikko Securities Inc. (“SMBC Nikko Securities”) participated in the Asia-Pacific contest for the 2011 Contact Center World Awards※, held in Gold Coast, Australia, on July 19-22, 2011 to select the best corporation/individual who operates a contact center, and won a silver prize in the Best Outbound Campaign division. SMBC Nikko Securities is the first domestic financial institution to win a prize in this contest.

The Best Outbound Campaign division assesses the strategy, operational efficiency and achievements of the outbound business (making telephone calls to customers). SMBC Nikko Securities won the prize because its contact center was seen as providing useful services to customers and its efficient operation contributing to the company’s business.

SMBC Nikko Securities makes constant efforts to improve the quality of its customer service in the call center business under the corporate slogan of “providing higher value on the customer-first principle.” It has received high commendation from third-party organizations other than the one mentioned above. Awards the company received in the past are as follows:

- Won a prize for five consecutive years (2006-2010) in the nationwide contest in telephone service (sponsored by Japan Telegraph and Telephone Users Association).
- Won a three-star prize (best prize) for five consecutive years (2006-2010) in the rating of customer counter service (sponsored by HDI-Japan).
- Won a CRM Best Practice Award (sponsored by CRM Association Japan) for three consecutive years (2008-2010).
- COPC-2000®CSP standard
 - Obtained certification in the inbound business (2008) and the first certification in the outbound business in Japan (2010).
- Won a prize for two consecutive years (2009-2010) in the commercial/financial division of the corporate telephone service contest (sponsored by Japan Telegraph and Telephone Users Association).
- Won an Okinawa Prefecture IT Business Award (sponsored by Okinawa Prefecture) (2010).
- Won a judge’s special prize in the Contact Center Award 2010 (sponsored by monthly Computer Telephony) (2010).
- Won a prize for two consecutive years (2010-2011) in the competent contact center rewarding system (established by the Japan Institute of Information Technology).

SMBC Nikko Securities will continue efforts to provide high-quality service that satisfies customers and thereby become a globally competitive full-service securities company excelling in both quality and quantity.

This material is an English translation of Japanese announcement made on August 2, 2011. Although the company intended to faithfully translate the Japanese document into English, the accuracy and correctness of this translation are not guaranteed and thus you are encouraged to refer to the original Japanese document.

※ This is a contest to select the best corporation or individual in the contact center industry, sponsored by ContactCenterWorld.com. In 2011, there were more than 1,000 entries from 50 or so countries/regions, which were screened by application documents to decide final contestants in each region. The latest contest was held in three regions – the U.S., Europe/Middle East/Africa, and Asia-Pacific. The world contest among the gold prize-winning corporations and individuals from each region will be held in Las Vegas, the U.S., in November 2011.