



Translation of the Japanese press release

November 26, 2008  
Nikko Cordial Securities Inc.

### **Nikko Cordial Securities Call Center Business Awarded COPC-2000® Certification** **The First in Domestic Banking and Securities Sector**

Nikko Cordial Securities Inc. ("Nikko Cordial Securities"), was awarded COPC-2000® CSP Standard 4.1 ("COPC Standard\*"), global operational quality assurance standard for call center business in October 2008 and received certificates today. The certifications were given to Customer Service Center Branch Main Counter (Ikebukuro, Toshima Ward, Tokyo) Order Placement Counter, and Inquiry Counter (Kiba, Koto Ward, Tokyo and Omoromachi, Naha City, Okinawa).

These certifications are the first awards in domestic banking and securities sector, and the multiple counters/locations were given the certifications at this single occasion. The proprietary call center in Okinawa also marks the first certification.

These certifications were given as they have achieved excellent results after establishing processes to realize improvements in CS, services, and quality.

Nikko Cordial Securities has been stating that "we aim to be a firm who knows its customers best and who responds to its customers' expectations most". And the certifications at this time are the testament that our activities supporting this policy have produced tangible result.

We intend to continuously boost customer satisfaction through our business operations in line with this international operating quality standard into the future.

\* In 1996, call center businesses and firms who tap call center service (Microsoft, Dell Computer, American Express, etc.) got together in the U. S. and started developing a management model that brings up operational quality and customer satisfaction. Based on the concept of the U. S. National Quality Award, the Malcolm Aldridge National Quality Award (MB Award), COPC-2000® standard was created as a "performance enhancing model" to respond to the call center business which has started to see global demand growth. And as an organization to operate and maintain the standard, Customer Operations Performance Center Inc. (COPC) was set up. COPC-2000® is a registered trade mark of COPC.

For further details, please see: <http://www.copc.com/>

Proceed Corporation (President & Representative Director: Yoshiyuki Yamada), COPC standard auditing body, is a single acting organization in Japan. It provides educational training using management framework, roll-out consulting, and business improvement consulting in the areas of call center management, financial business group, IT service management, and IT acquisition management.

For further details, please see: <http://www.proseed.co.jp/index.php>

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