

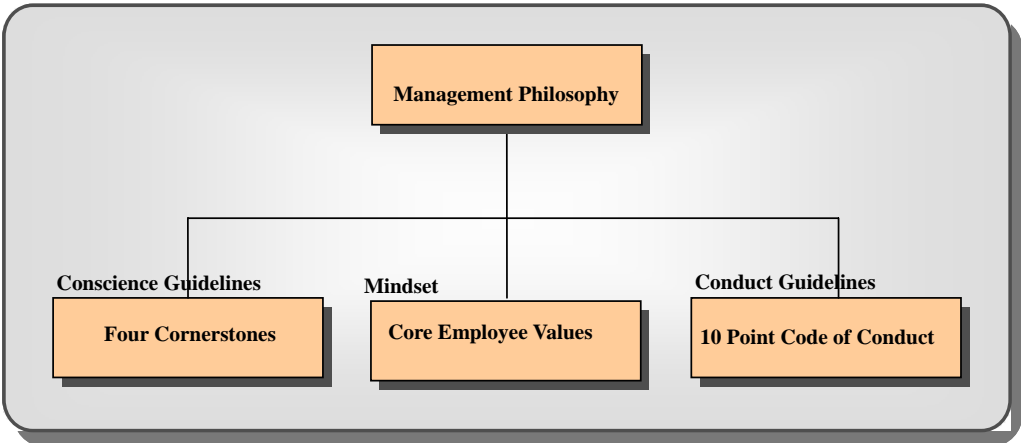
AIFUL Announces New Corporate Philosophy

KYOTO — AIFUL Corporation, responding to the administrative penalties it received in April 2006, has reviewed its existing systems and implemented measures to prevent further violation of laws or regulations. The company’s efforts to establish a strong compliance structure have included steps such as the revision of business regulations, systems, internal management systems, employee training, and personnel and organizational structures.

Additionally, in an effort to become an entity trusted by the public, AIFUL has updated its corporate philosophy, beginning with the management philosophy, after a process of gathering and integrating the opinions of all employees, from the president to entry level workers. This has been undertaken with the assistance of Nakajima Transactional Law Office. The new corporate philosophy is described below.

1. New Corporate Philosophy Framework

AIFUL’s new corporate philosophy is comprised of four components: (1) the Management Philosophy, which is at the pinnacle and supported by the others; (2) the Four Cornerstones, which serve as guidelines for conscience; (3) 10 Point Code of Conduct, which are guidelines for conduct; and (4) the Core Employee Values, which are concrete points that make up the appropriate employee mindset.



2. Corporate Philosophy

1) Management Philosophy

Earn the support of the public with sincerity and hard work.

AIFUL’s management philosophy represents the ultimate objective for its work as a company and provides intellectual support for its employees as they perform their jobs. The previous philosophy was limited to the phrase, “Win the good favor of society.” The addition of “with sincerity and hard work” clarifies the method for earning the support of the public.

2) Four Cornerstones

Sincerity
Hard work
Trust
Gratitude

The four cornerstones support AIFUL’s management philosophy as guidelines for conscience. They form the foundation for the mindset necessary to realize the goal set out in its corporate philosophy and are embodied in employees’ conduct.

3) Core Employee Values

AIFUL Group Core Employee Values

As AIFUL Group Employees, we will embrace these values with independence and discipline, the two most fundamental guidelines. We acknowledge the following as common priorities shared among by AIFUL Group employees.

- Independence
Do not rely on others — think independently, act independently.
- Discipline
Always remain aware that you are a member of society and this organization — strictly follow regulations.
- Ambition
Always stay motivated to improve yourself and actively take on new challenges.
- Creativity
Avoid stereotyping and enhance your work through creative solutions.
- Cooperative spirit
Leverage the organization's competencies through collaboration and cooperation.
- Numerical awareness
Appraise the facts using numerical data and make objective decisions.

The Core Employee Values represent the mindset employees should embrace when carrying out their jobs. AIFUL has established these six components of the expected employee mindset in order to help employees maintain a strong awareness of compliance while also thinking and acting independently.

4) 10 Point Code of Conduct

AIFUL's 10 Point Code of Conduct

As AIFUL employees, we shall conduct ourselves in strict accordance with the following code of conduct. We pledge to do our utmost to earn the trust of the public.

1. Customer first policy

The customer is our number-one priority — we will strive to provide appropriate services that offer customers peace of mind.

2. Accountability to customers

We will clearly and concisely explain the details and conditions related to our products and transactions to customers.

3. Respect views both inside and outside the company

We will humbly listen to the opinions of customers, members of the public, and shareholders as well as our colleagues within the company, and apply their views to the benefit of the company.

4. Legal compliance

We pledge to act in accordance with laws, company rules and regulations, and the standards of public decency.

5. Contribution to society

We will delight in contributing to the betterment of society through our work.

6. Information disclosure

We will accurately and expediently disclose information on our corporate activities to shareholders, investors and society as a whole.

7. Building a fulfilling workplace

We will create a workplace that provides a sense of purpose by respecting our co-workers as individuals and working to continue our own personal development.

8. Commitment to shareholders

We will meet the expectations of our shareholders and strive to increase corporate value.

9. Sound corporate activities

We will have no relationship with antisocial forces of any kind.

10. Group compliance

We will do our utmost to build an AIFUL Group that is respected by customers and society as a whole.

The 10 Point Code of Conduct represents AIFUL's commitment to customers, the public, shareholders and employees, and is a pledge to adhere to these conduct guidelines as the company strives to realize its corporate philosophy. As members of a socially responsible corporation, all AIFUL Group employees are determined to follow this code of conduct.

Based on the corporate philosophy outlined above, AIFUL will continue to carry out earnest reform and work harder than ever before to become a company worthy of trust from all stakeholders.

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