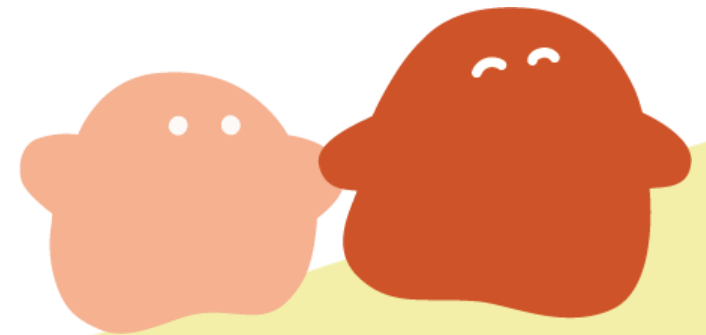
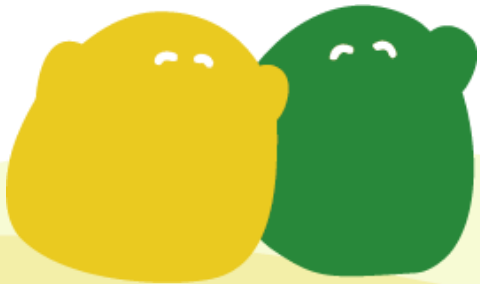


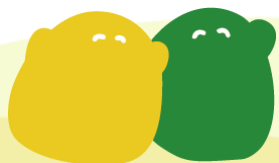


Investors' Guide 2025



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1 About AIFUL Group

AIFUL Group Overview

- Centered on AIFUL—the only independent consumer finance company in Japan listed on the Prime Market—the Group offers a wide range of financial services and is pursuing further diversification while evolving into an IT-driven company.

Establishment

1967

Common Stock

¥94.0 billion

President

Mitsuhide Fukuda (Appointed in 2020)

Financial Results

| | |
|-------------------|----------------|
| Total receivables | ¥1.3 trillion |
| Operating revenue | ¥189.0 billion |
| Operating profit | ¥25.3 billion |

**Key
Characteristics**

The only independent consumer finance company in Japan listed on the Prime Market of the Tokyo Stock Exchange.

**Number of
Employees**

| | |
|---|-------|
| AIFUL | 1,265 |
| Consolidated | 2,738 |
| Including non-consolidated subsidiaries | 5,003 |

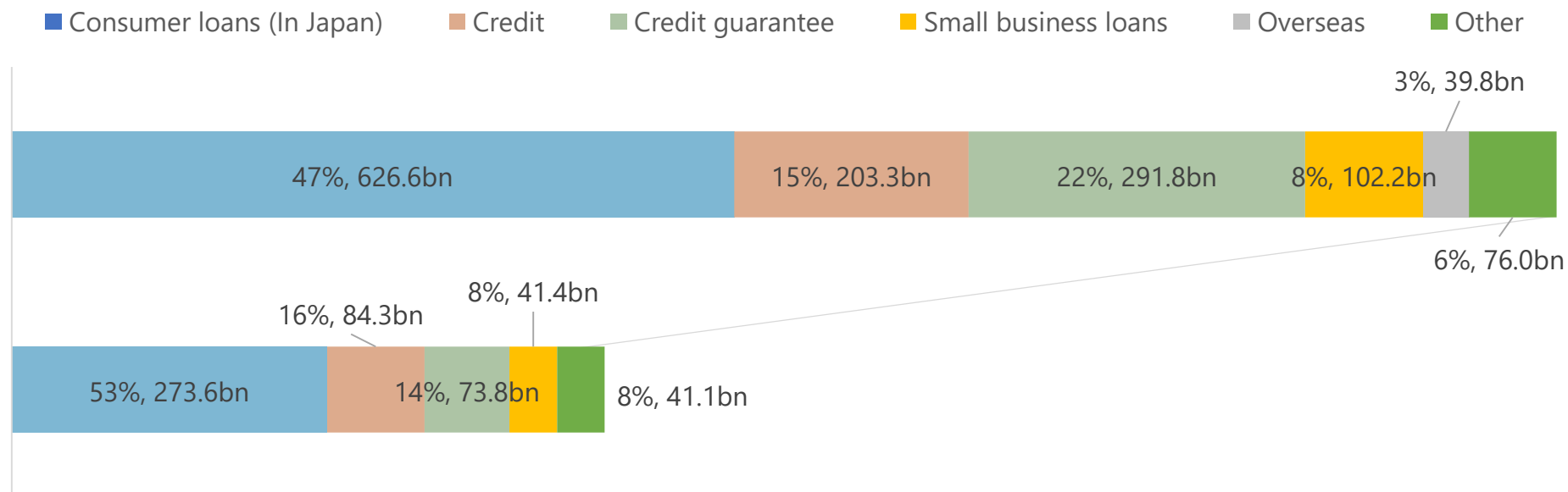
(As of March 2025)

AIFUL Group Portfolio

- Over the past decade, AIFUL Group has actively diversified its business portfolio and expanded its operating assets.

FY2025/3
Consolidated total
Receivables
¥1,339.7bn

FY2015/3
514.2bn



Strength and Features

- Double-digit growth in total receivable
- Business portfolio improvement through business diversification
- Cost reduction by promoting in-house production
- Diversified group products and sales organization

Loan • Guarantee



Credit • Electronic payment



Individual credit purchase intermediaries/ BNPL



Venture Capital



Small Business Loan



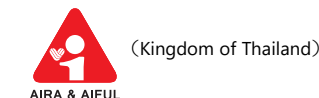
Loan Collection



Small-amount, short-term insurance



Overseas



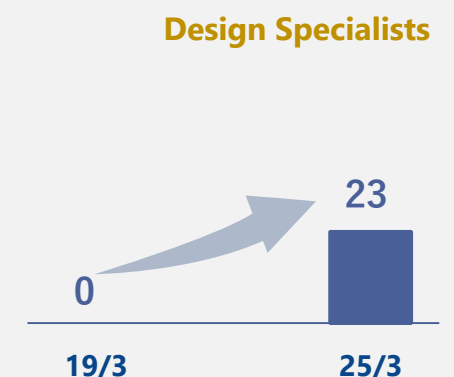
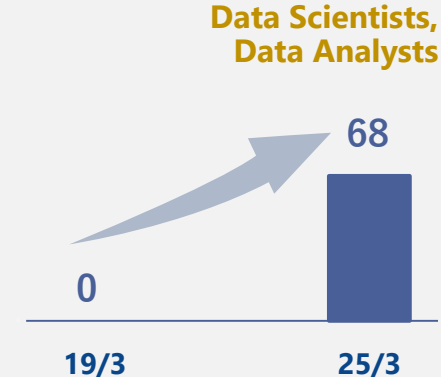
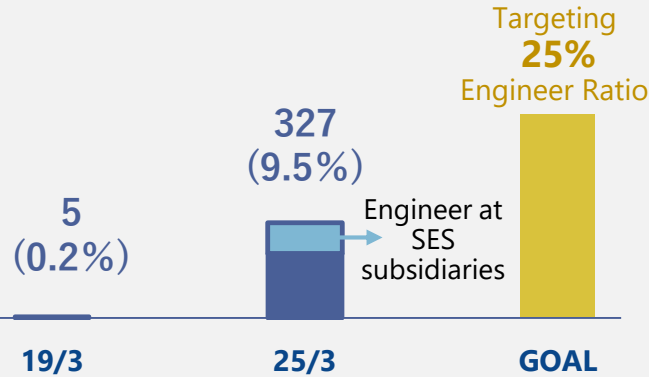
AIFUL Group Transformation: A Financial Group Leveraging Digital Technology

- Pursuing growth as a financial group that adapts to environmental changes through organizational and institutional transformation and the use of digital technology.

Talent Acquisition:

- Digital technology
- Data analysis
- Design

(via new graduate and mid-career recruitment, M&A, and internal talent development both in Japan and overseas)



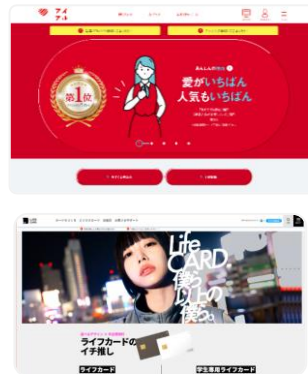
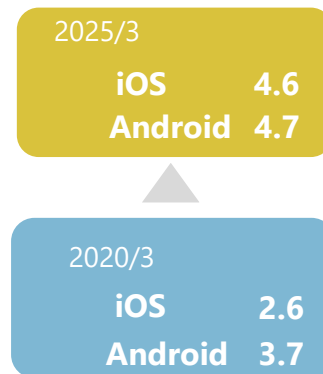
■ Improved application form

Aiming for Stress-Free Form to enhance UI/UX. Completion rate of applying loan **increased to 57%** (approximately 10% increase)



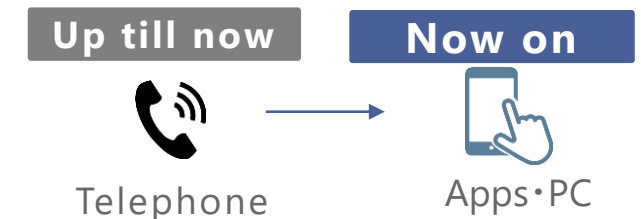
■ App modification

In-house renovation of more than 30 sites, including group companies and intranet. App's for AIFUL, LIFECARD and AG Business Support were modified in-house and its reputation has improved.



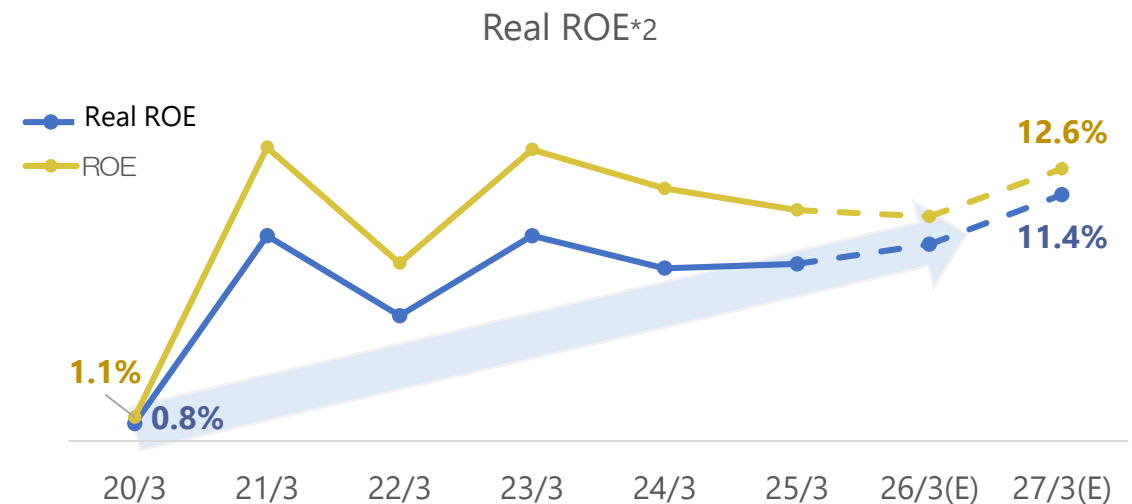
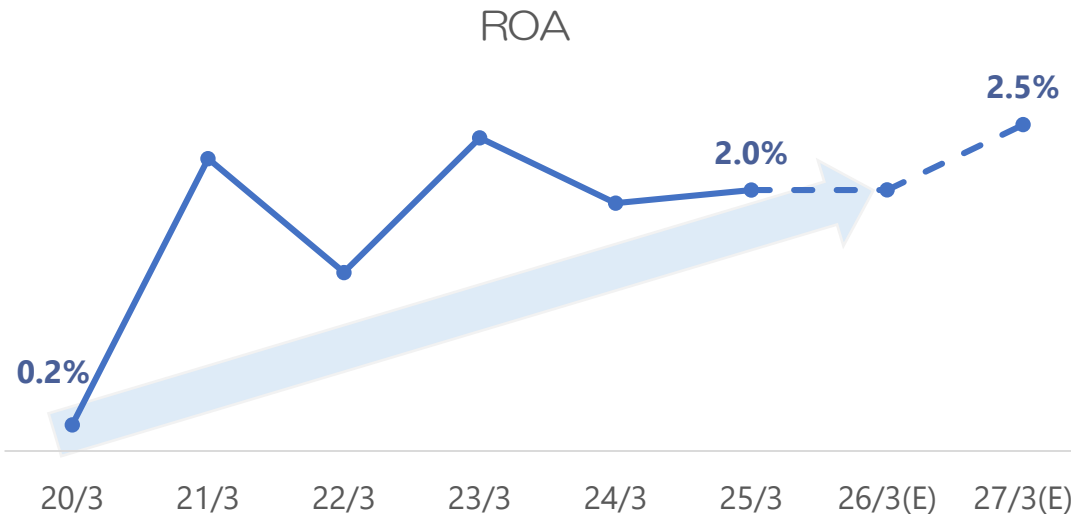
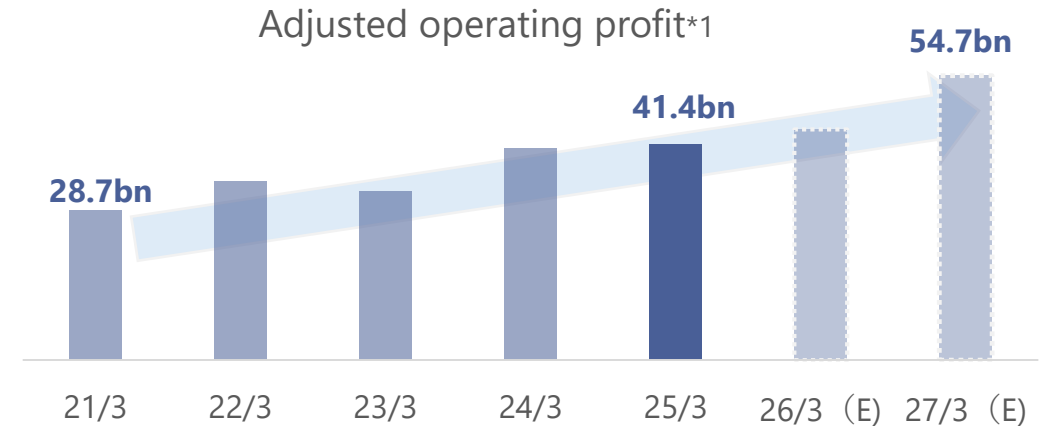
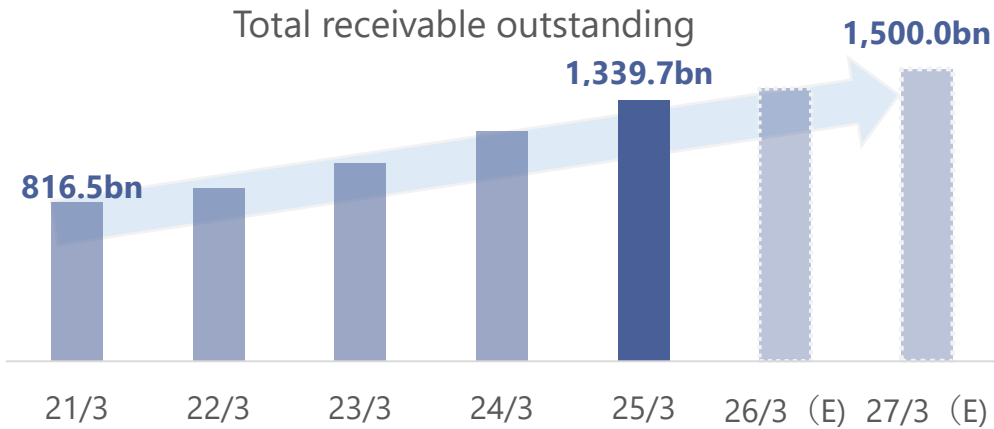
■ Improved smartphone-related services

- Modify IVR (Interactive Voice Response) System in-house
- Implement collection scoring



AIFUL Group Transformation: Driving Revenue and Profit Growth

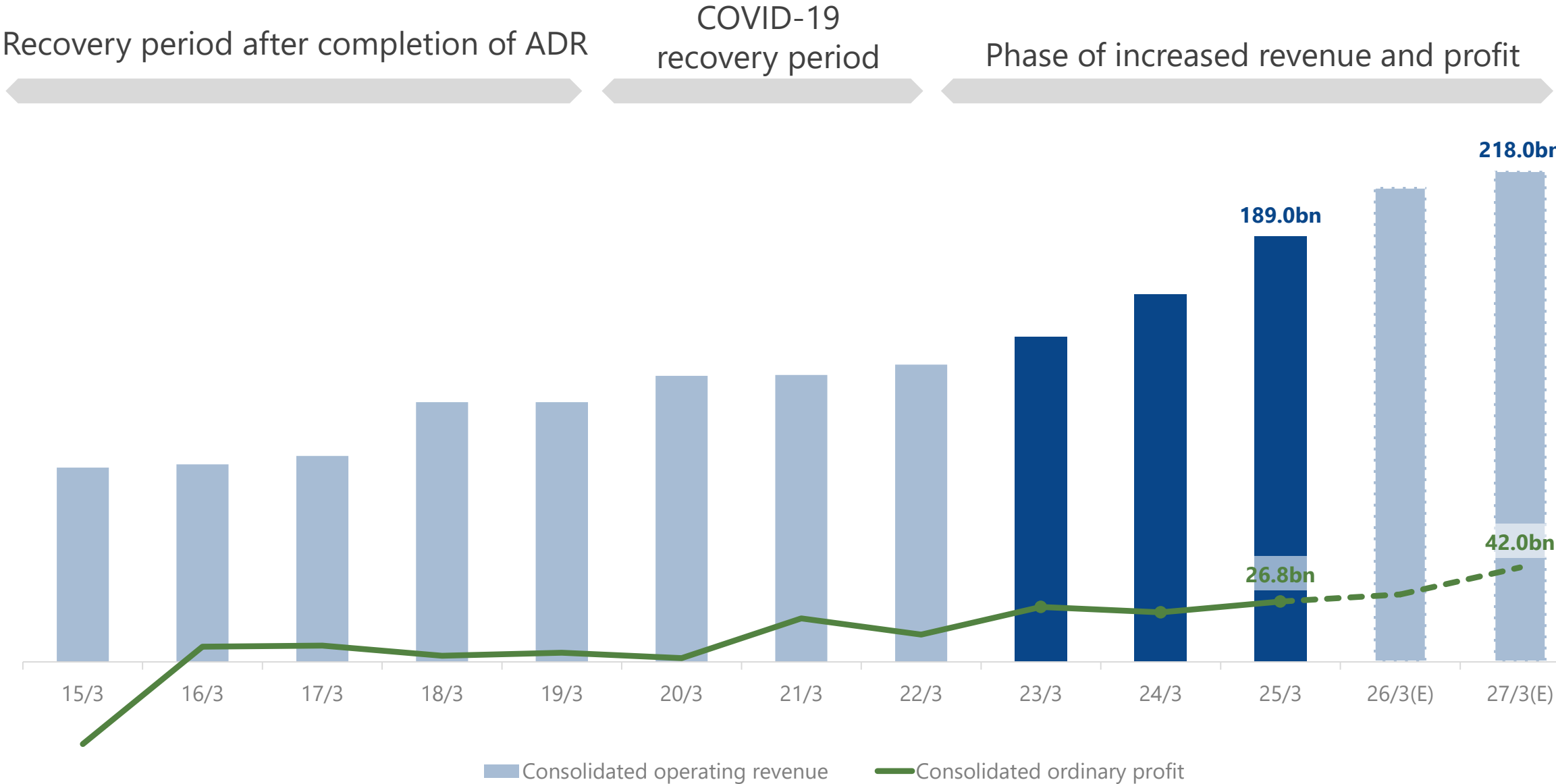
- Total receivables and future profit potential are expanding, and profit levels are improving.



* 1 Definition of Adjusted operating profit: 1. Operating profit + 2. Profit adjustment (credit cost + provision for loss on interest repayment + depreciation - write offs) + 3. Profit generated from M&A (profit from each company, excluding Goodwill amortization)

* 2 Real ROE is calculated using profit attributable to owners of the parent, with an assumed effective tax rate of 30%.

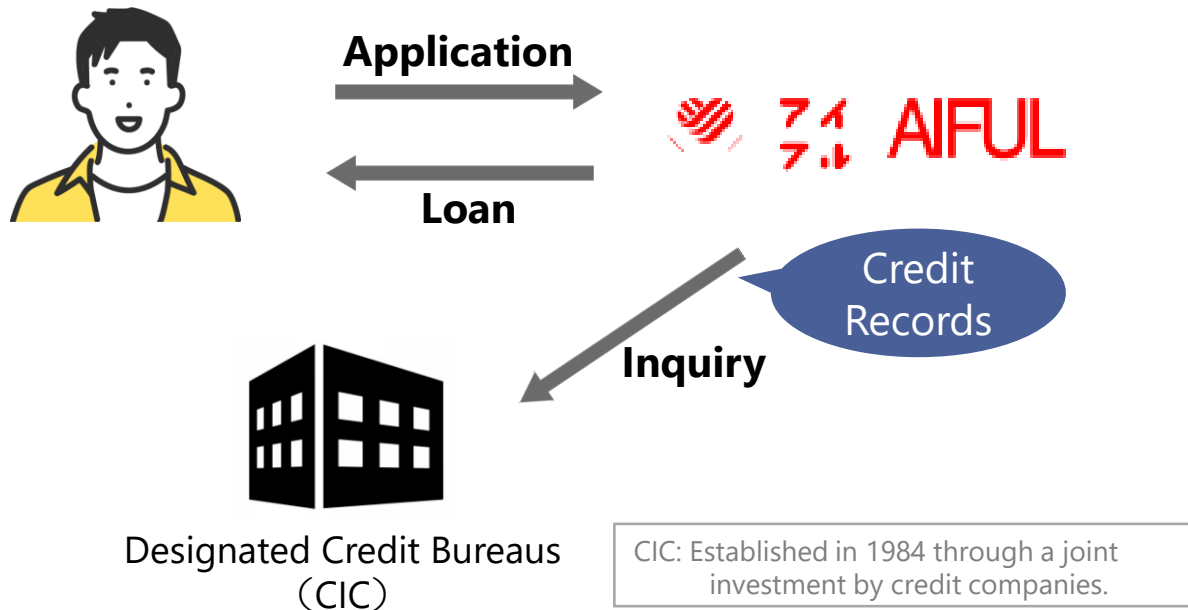
AIFUL Group's Business Performance





2 Loan Business

Loan Business: Outline



Profit Structure

1. Revenue interest on loan
2. Cost selling and administration cost such as funding interest, advertising cost and credit cost
3. Profit [1] – [2]

AIFUL Group Strength

Unsecured Loan



1. Credit screening and collection know-how cultivated over 50 years since the establishment
2. Cost reduction/streamlining (consolidation of nationwide customer support operations at AIFUL's call center)
3. Improvement of UI/UX through in-house production

Outline

【Regulations】

- Restriction on total loan amount ... 1/3 of annual income
- Maximum interest rate (APR) ...

| | |
|--------------------------|-------|
| under 100,000 yen | : 20% |
| 100,000 to 1,000,000 yen | : 18% |
| 1,000,000 yen or more | : 15% |

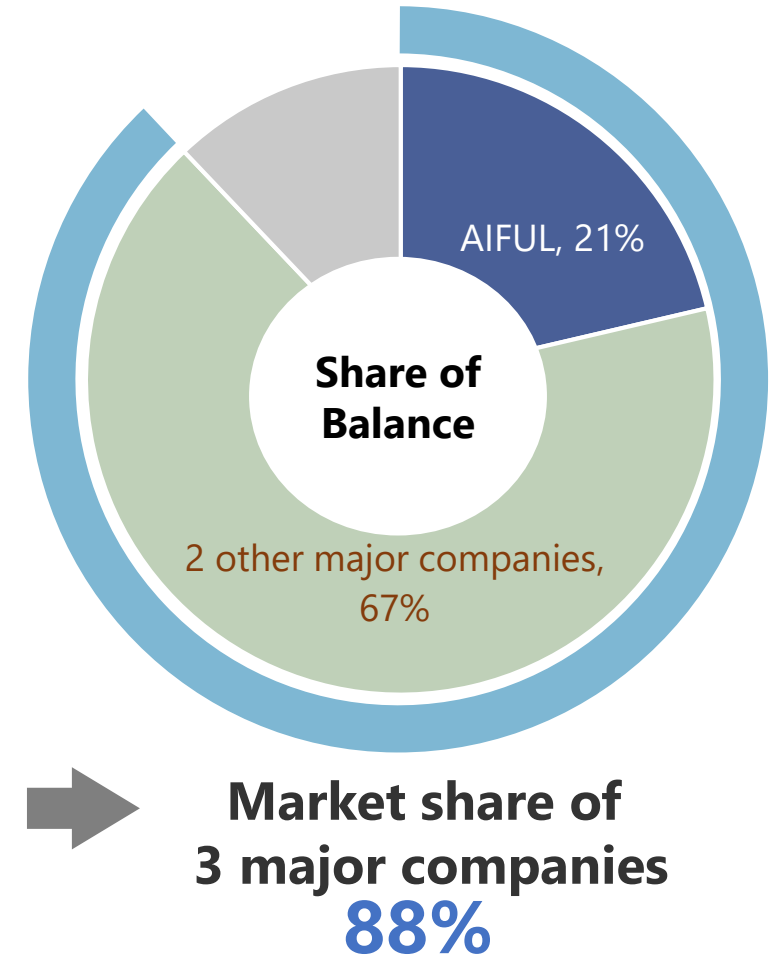
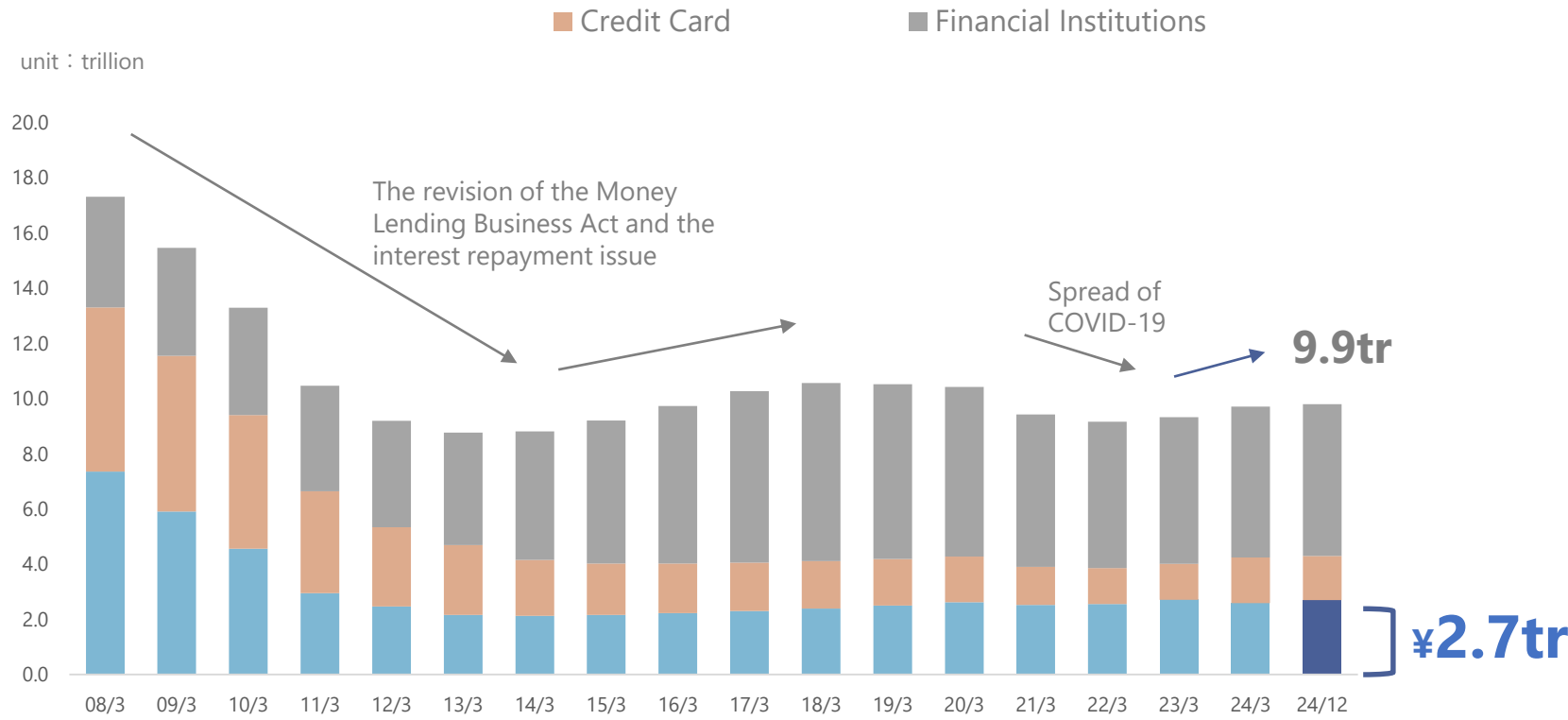
【Features】

- Web applications account for over 95% of the total
- The entire process (application to financing) is completed online
- Speedy financing (minimum 18 min.)

Loan Business: Market Share

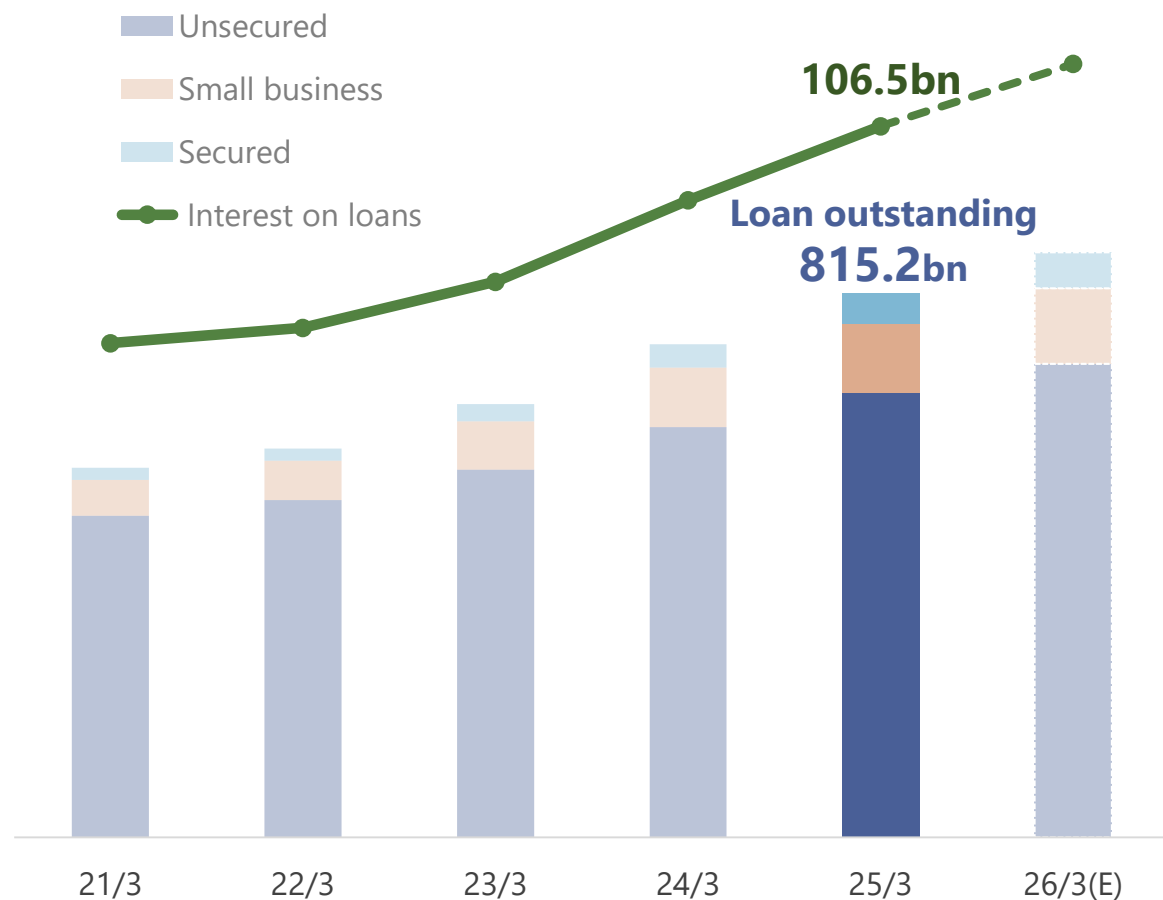
- The Japanese consumer credit market is currently on a recovery trend.
- The consumer finance market is in an oligopoly state dominated by three major companies, including us.

■ Consumer Credit Market 【Japan】



Loan Business: Performances (Consolidated)

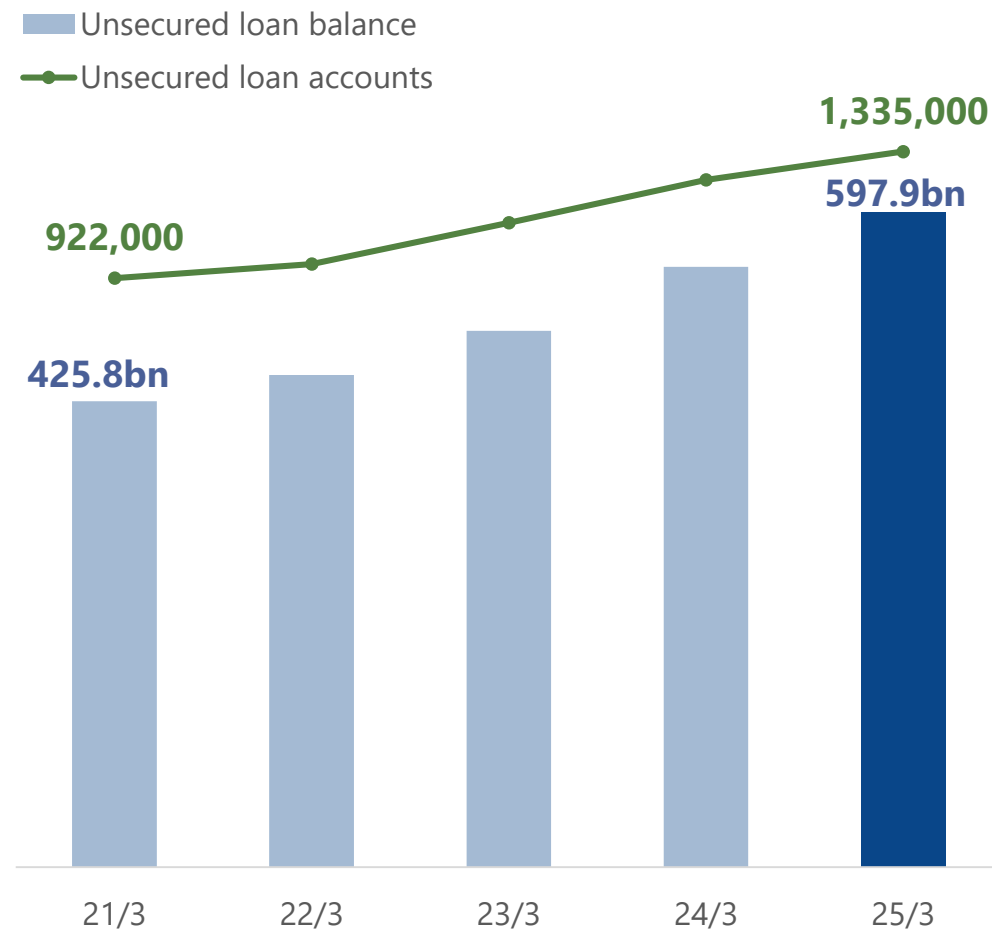
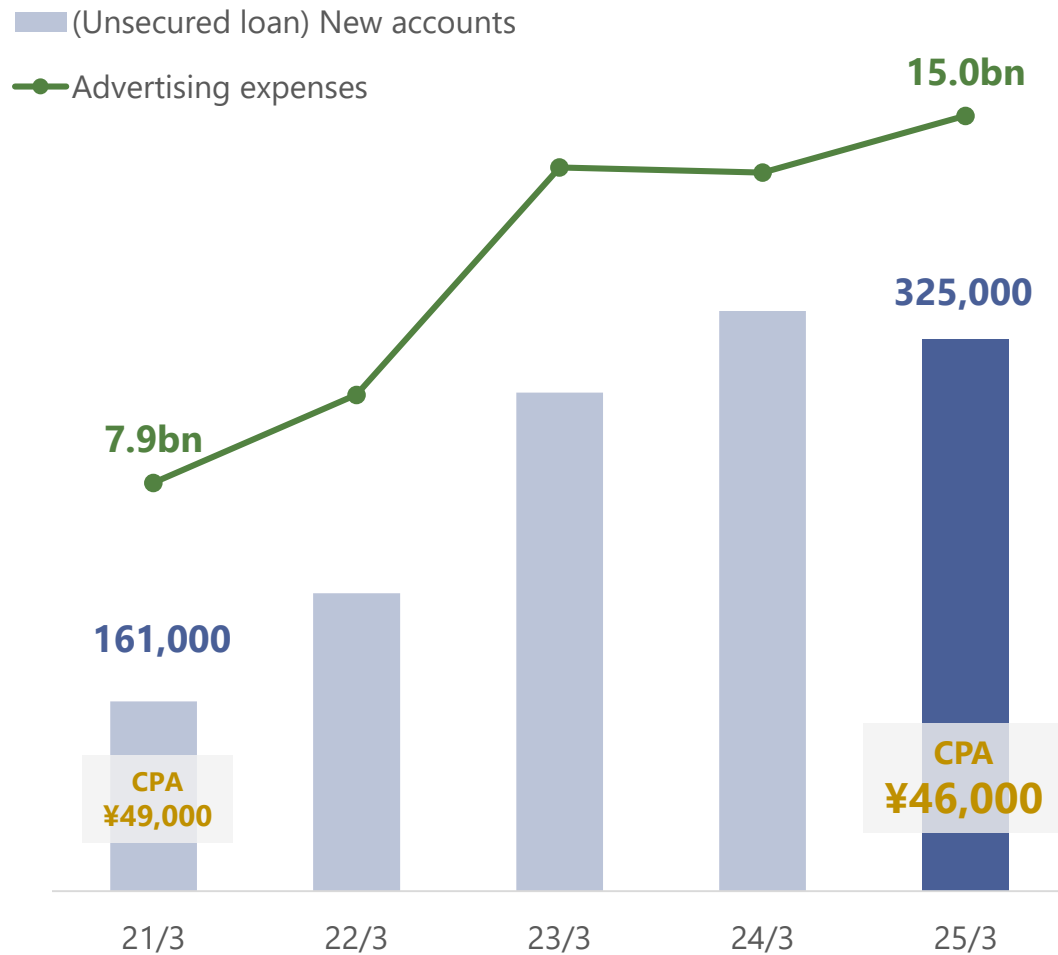
- The number of new contracts and the loan balance have increased steadily since the termination of ADR in 2014 (our initiatives for digitalization and in-house production have accelerated the growth).



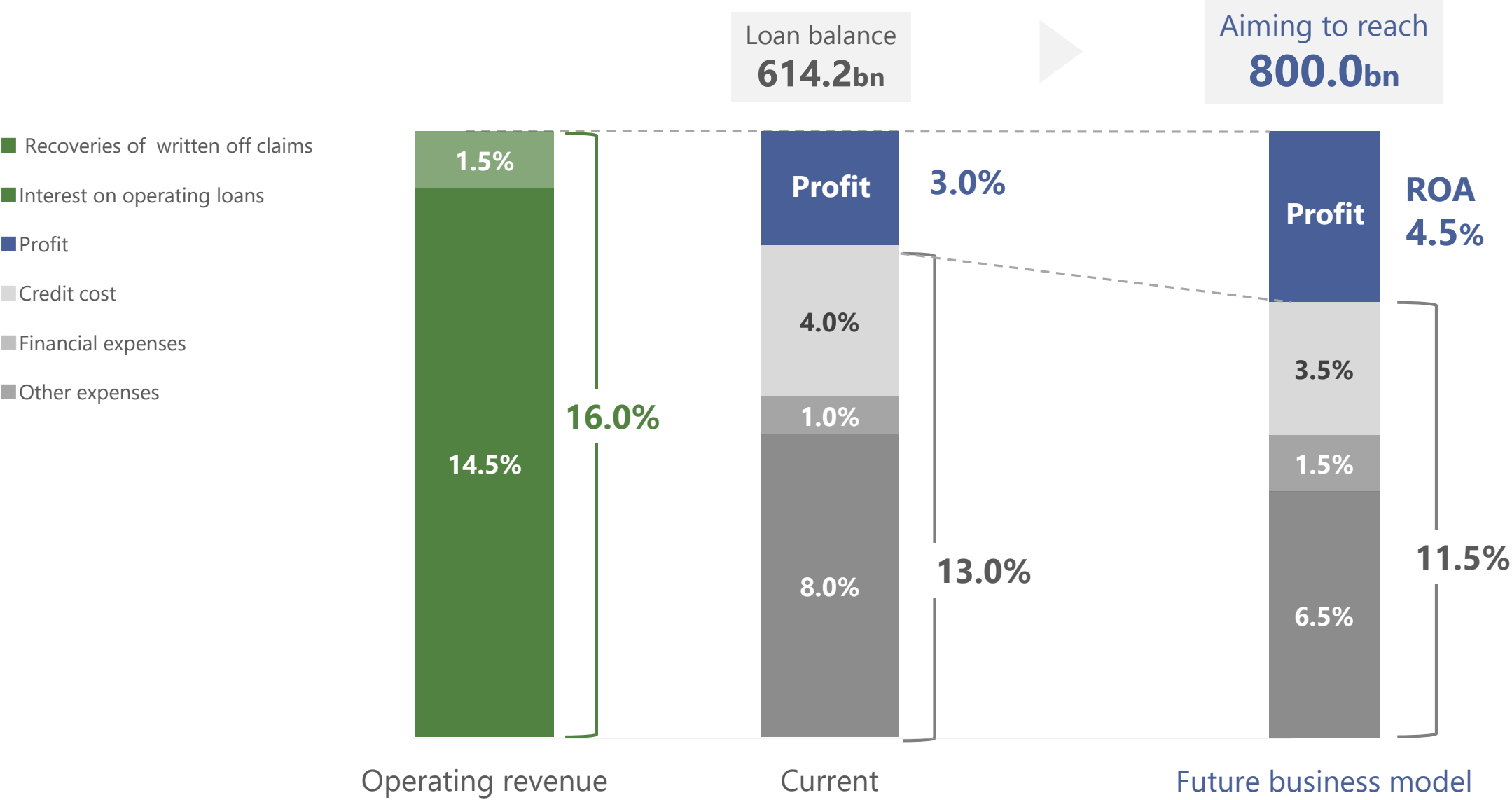
| | 25/3 | YOY% |
|-----------------------------|---------|-------|
| Interest on operating loans | 106.5bn | 11.7% |
| Loan outstanding | 815.2bn | 10.4% |
| Unsecured | 666.5bn | 8.5% |
| Small business | 102.2bn | 14.7% |
| Secured | 45.7bn | 29.4% |

Loan Business: Trend in Unsecured Loan (AIFUL)

- Number of new loan acquisitions increased through efficient allocation of advertising and promotional expenses
- Growth in new acquisitions led to an increase in additional lending, resulting in a larger loan balance

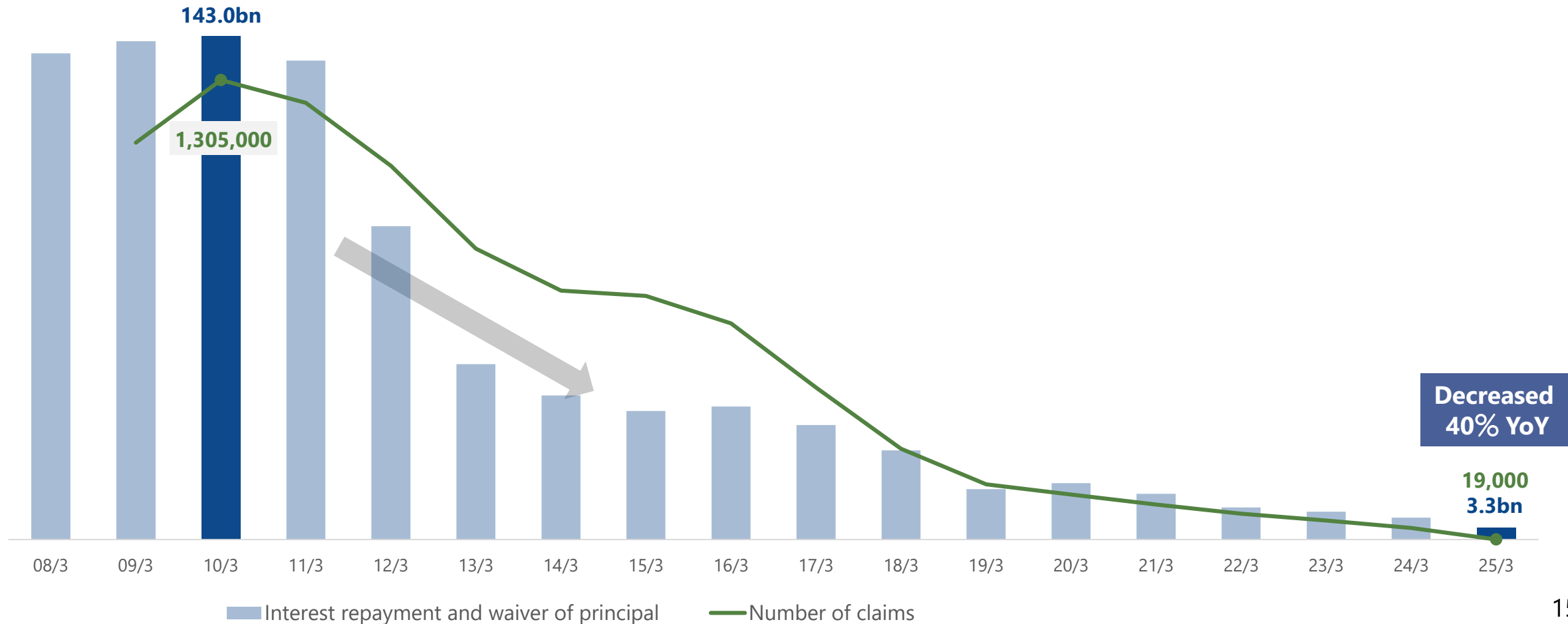


Loan Business: ROA Outlook (AIFUL)



Loan Business: Interest Repayment (Consolidated)

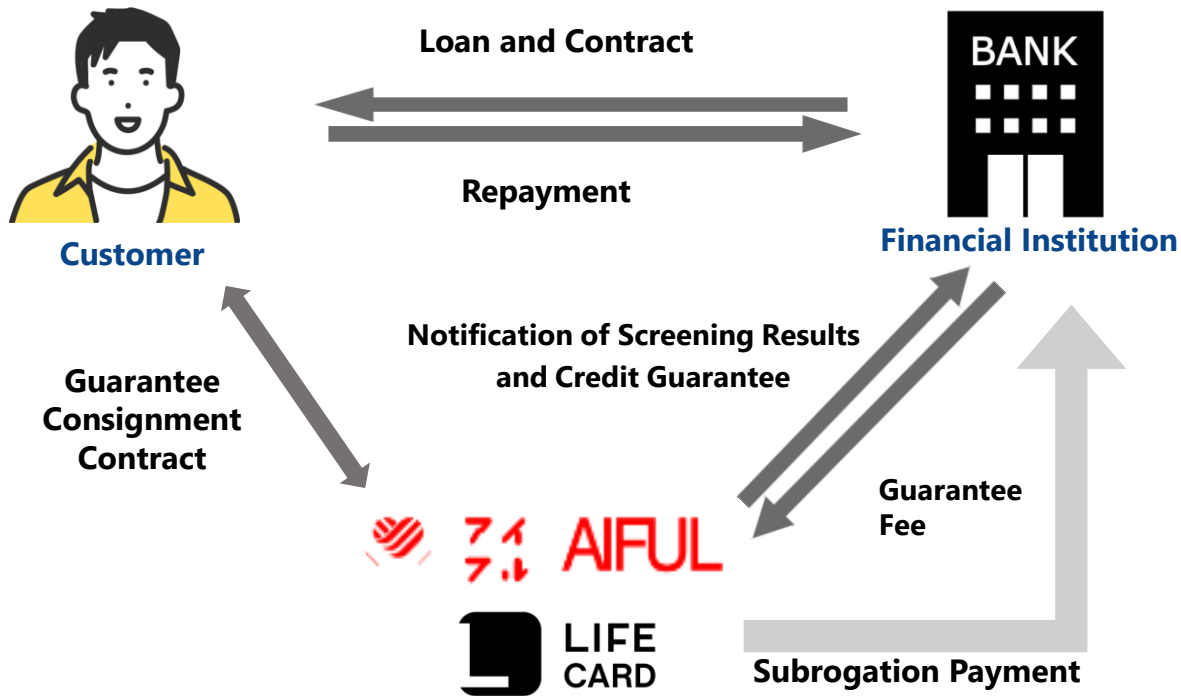
- The interest repayment is decreasing at a rate of over 20% per year, approaching its end.





3 Credit Guarantee Business

Credit Guarantee: Outline



Profit Structure

1. Revenue : guarantee fee
(split interests * received from customers with financial institutions)
2. Cost : selling and administration cost such as credit cost
3. Profit : 1-2 *interest rates vary depending on risk

Outline

【Regulations】

- Not subject to Restriction on total loan amount (self-regulated)
- Maximum interest rate (APR)...
 - under 100,000 yen : 20%
 - 100,000 to 1,000,000 yen : 18%
 - 1,000,000 yen or more : 15%

【Features】

- Become a customer's co-signer under guarantee consignment contract
- No financing interest rates or advertising costs
- Maintain double-digit growth in balance

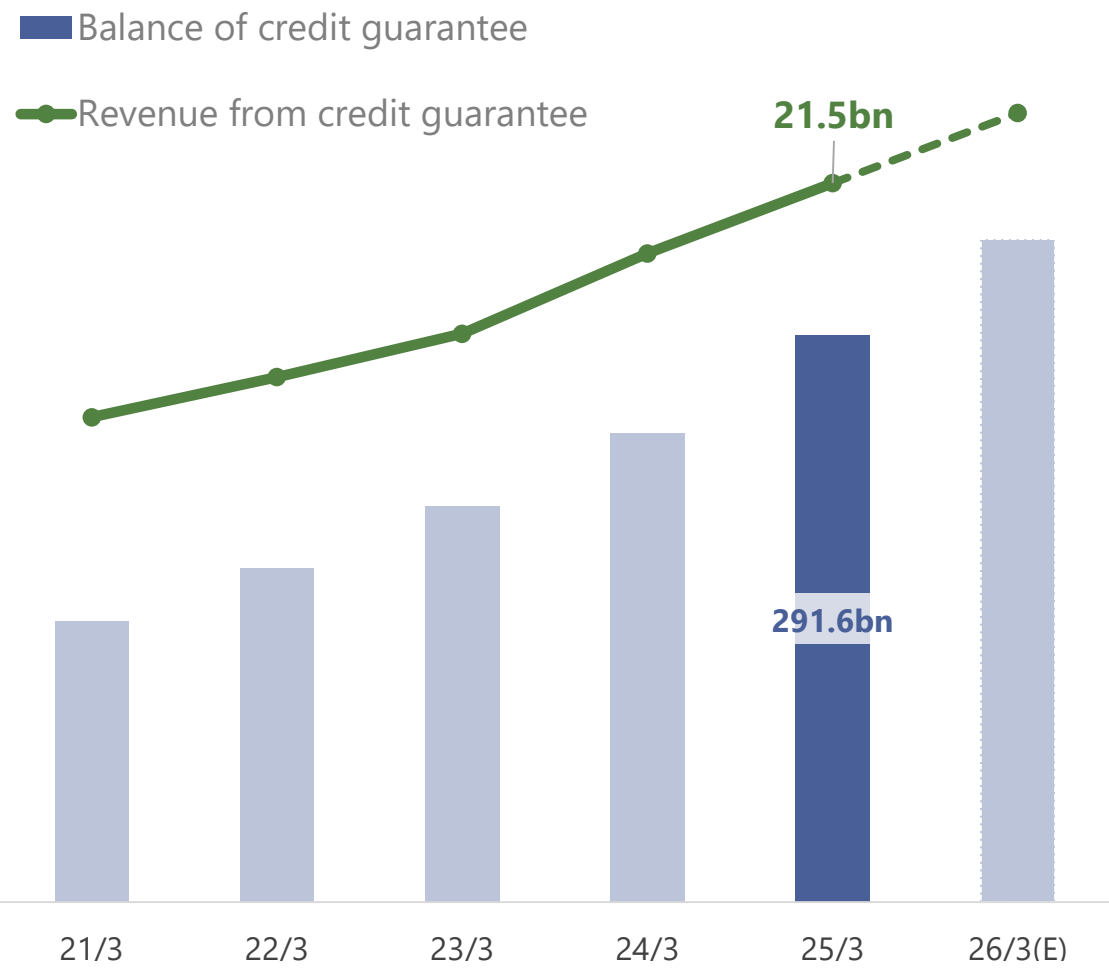
Strength of AIFUL Group

Credit Guarantee

1. Credit screening and collection know-how cultivated over 50 years since the establishment
2. Guarantee of various financial products such as loans for SMEs and loan consolidation
3. Sales support for partners (AIFUL employees are dispatched to financial institutions)

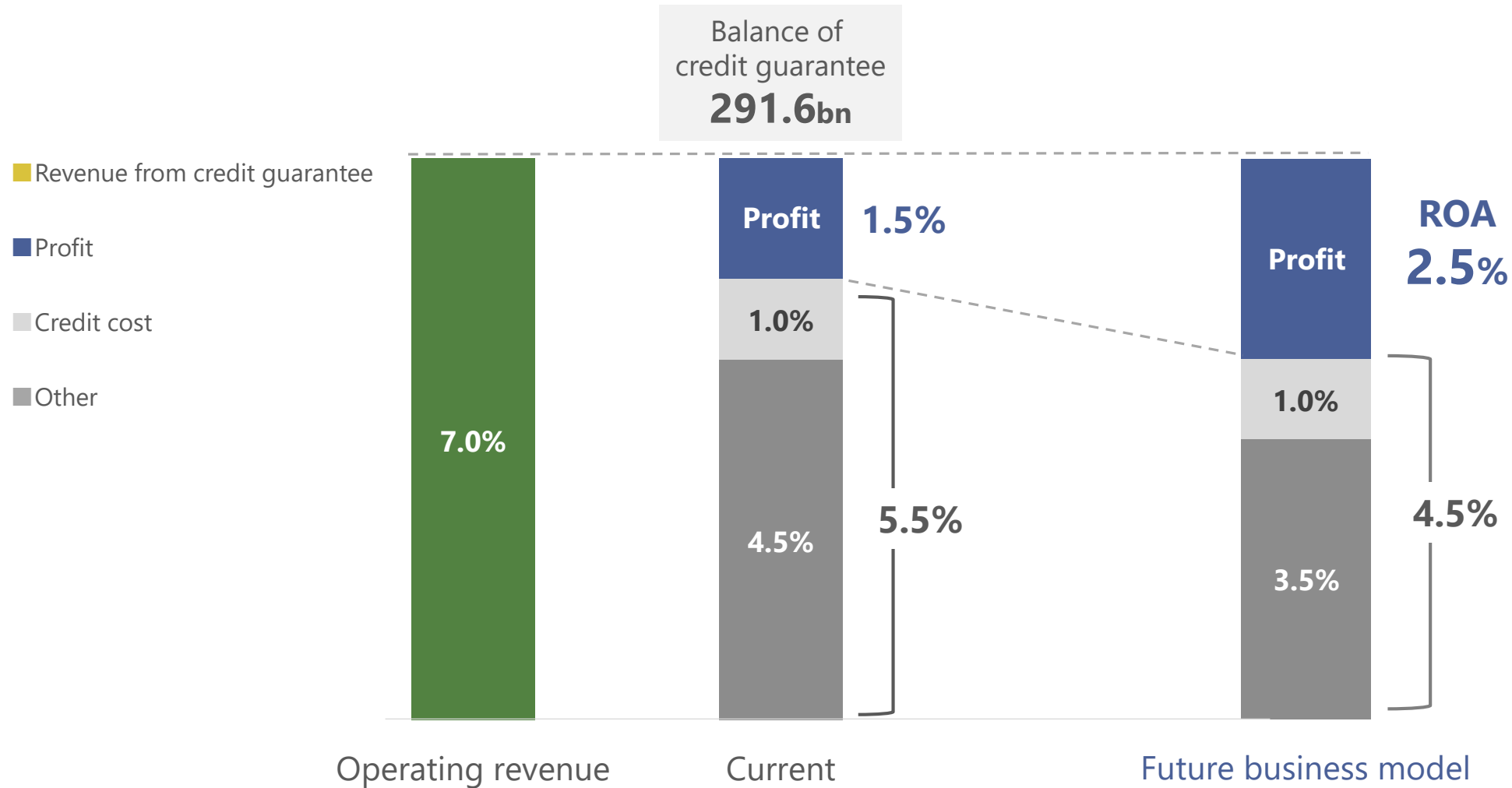
Credit Guarantee: Performances (Consolidated)

- Offers credit guarantee for a broad lineup loan products, including personal, small business loan, loan consolidation and mortgage-backed loans.
- Over 70 AIFUL Group employees are seconded to partner financial institutions to support sales and drive balance growth.



| | 25/3 | YOY% |
|--|---------|-------|
| Revenue from credit guarantee | 21.5bn | 10.9% |
| Balance of credit guarantee | 291.6bn | 20.9% |
| Number of Partner Financial Institutions (AIFUL) | 164 | +8 |

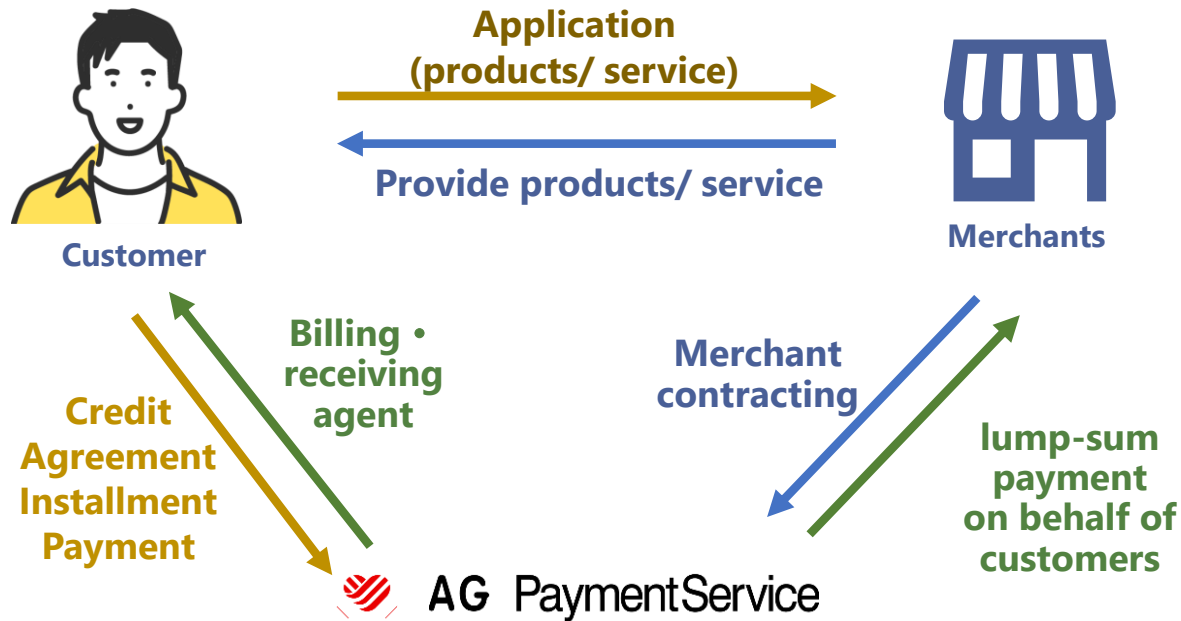
Credit Guarantee: ROA Outlook (Consolidated)





4 Credit/Payment Services

Payment Services: Outline



Profit Structure

1. Revenue : installment fees (Revenue from installment receivable)
2. Cost : selling and administration cost such as credit cost
3. Profit : 1-2 *profit margin varies depending on risk level

Outline

【Regulations】

- No legal restrictions on commission rates
- The Installment Sales Law imposes credit screening, merchant management, and document delivery obligations on credit providers.

【Features】

- Esthetic/cosmetic medicine are targeted
- Number of merchants, accounts and balances, rapid growth
- No need for advertising expenses as merchants attract customers

Strength of AIFUL Group

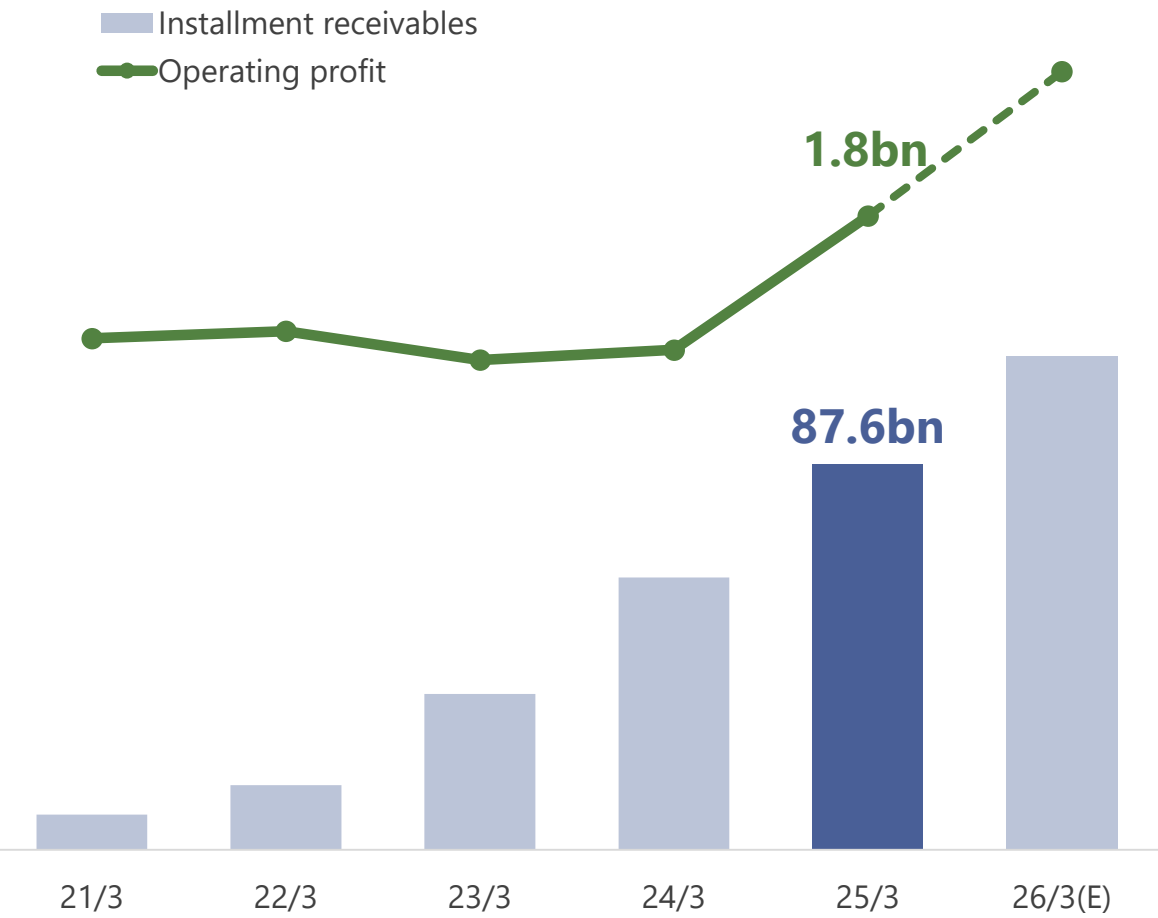
Installment credit sales



1. Credit know-how for individuals and merchants cultivated over many years
2. Screening speed that meets merchants' expectations
3. Strong sales force base for expanding the number of merchants and scale of merchants (BtoB sales structure through AIFUL's nationwide branches)

Payment Services: Performances (AG Payment Service)

- Actively expanding into aesthetic and cosmetic medical sectors through AIFUL Group's 26 branches nationwide.
- Installment receivables have surged, contributing to revenue and profit growth.

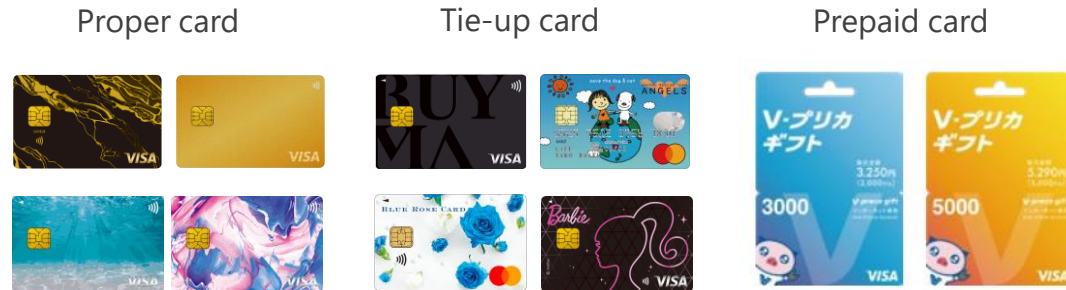


| | 25/3 | YOY% |
|--------------------------------|--------|-------|
| Installment receivables | 87.6bn | 41.7% |
| Number of affiliated merchants | 3,488 | -5.9% |
| Operating revenue | 7.8bn | 43.6% |

Credit/ Prepaid Card: Outline

● Credit Card (LIFECARD)

Focusing on credit card business, we are developing various payment businesses, including prepaid card business.



25/3

GMV
(Gross Merchandise Value)

¥2,084.0bn

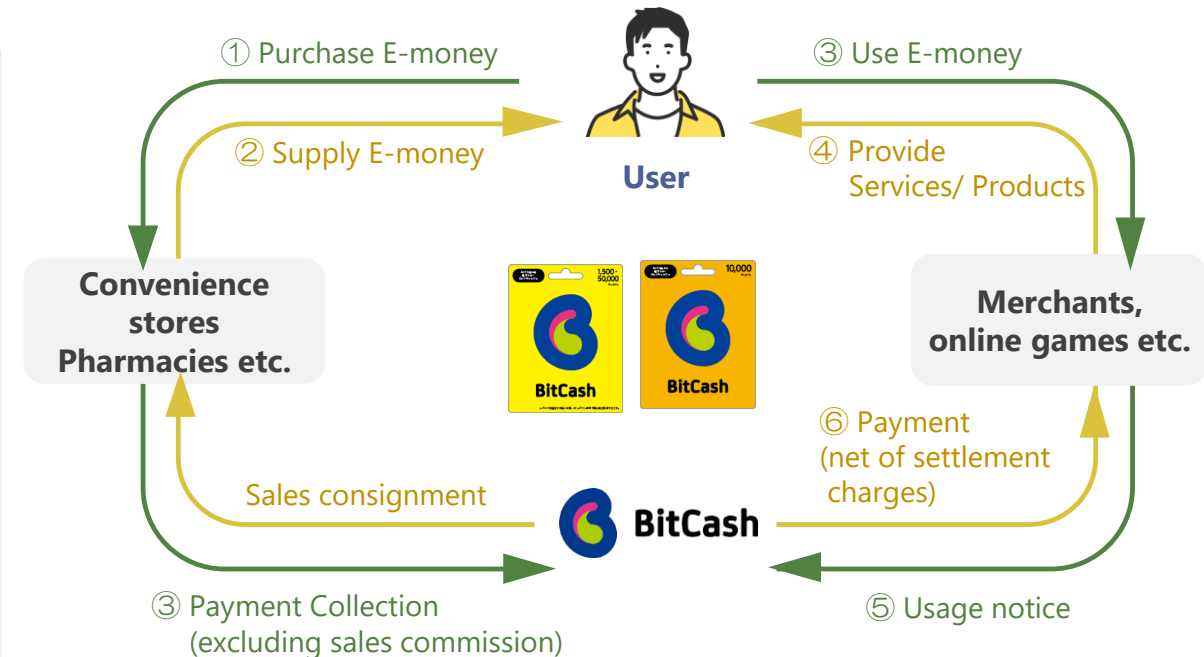
Number of new card issue

516,000

Operating revenue
(LIFECARD)

¥38.5bn

● Prepaid card (BitCash)



25/3

Number of Merchants

1,304

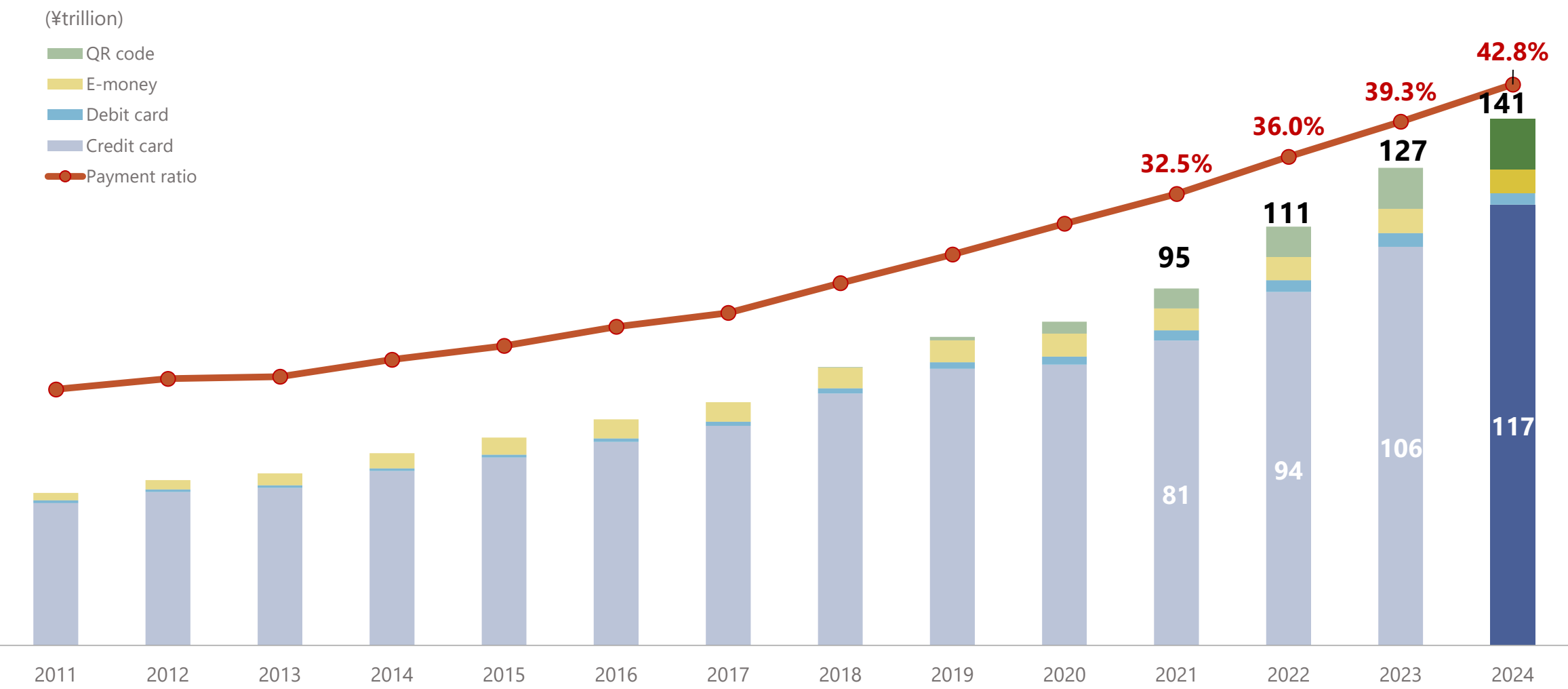
Transaction amount

¥45.3bn

Operating revenue
(BitCash)

¥4.2bn

Credit/Payment Services: Cashless Payment Market



* Source : Ministry of Economy, Trade and Industry

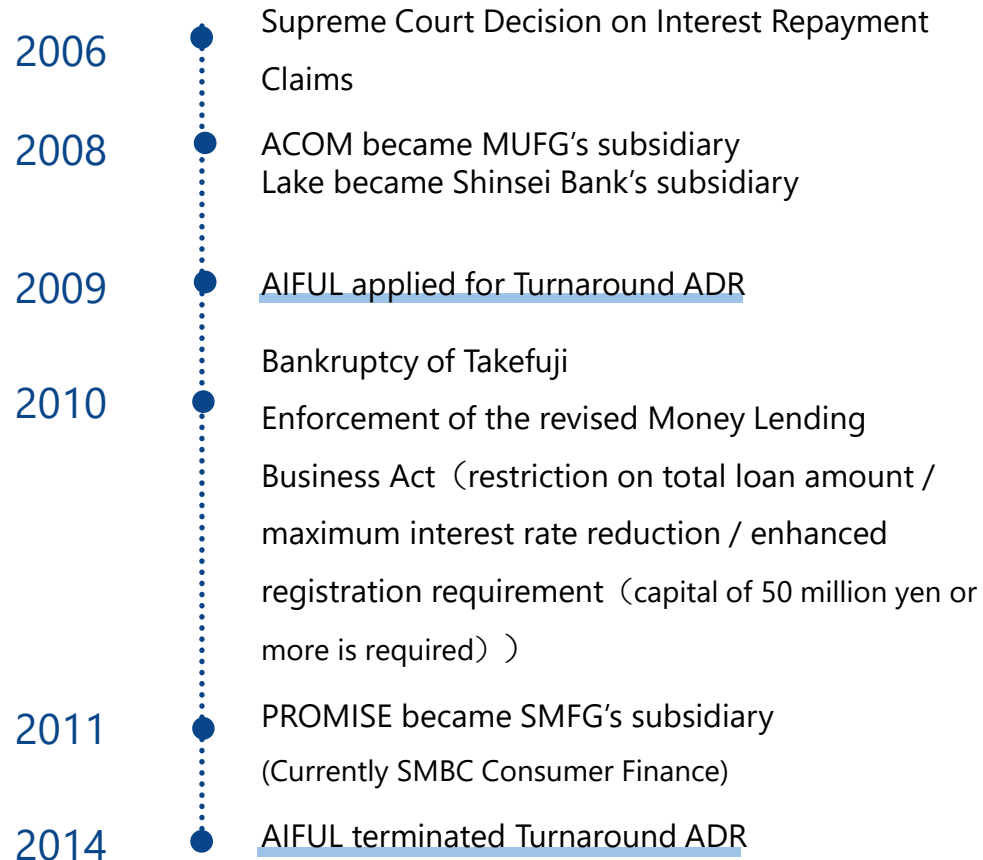


5 Appendix

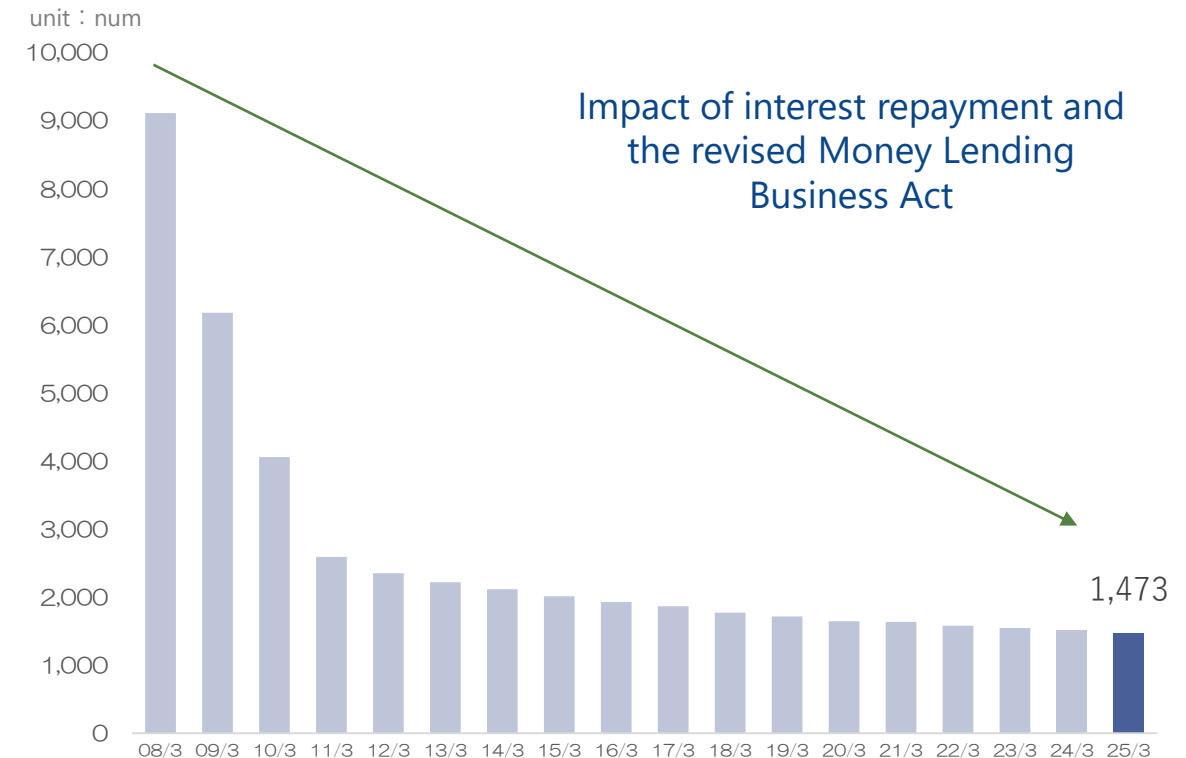
Appendix: History of Money Lending Industry

- 【Past】 An increase in interest repayments and revisions to the Money Lending Business Act led to a sharp decline in the number of money lenders and shrunk the consumer credit market in Japan.
- 【Present】 The Japanese consumer finance market is currently on a recovery trends and it is in an oligopoly state dominated by three major companies, including us.

● History 【Money lending industry in Japan】



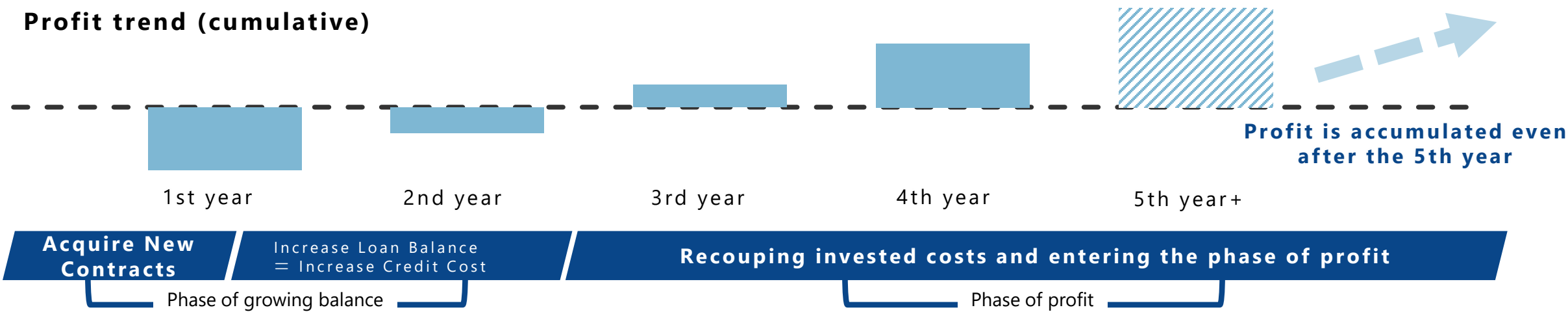
● Number of Registered Money Lenders 【Japan】



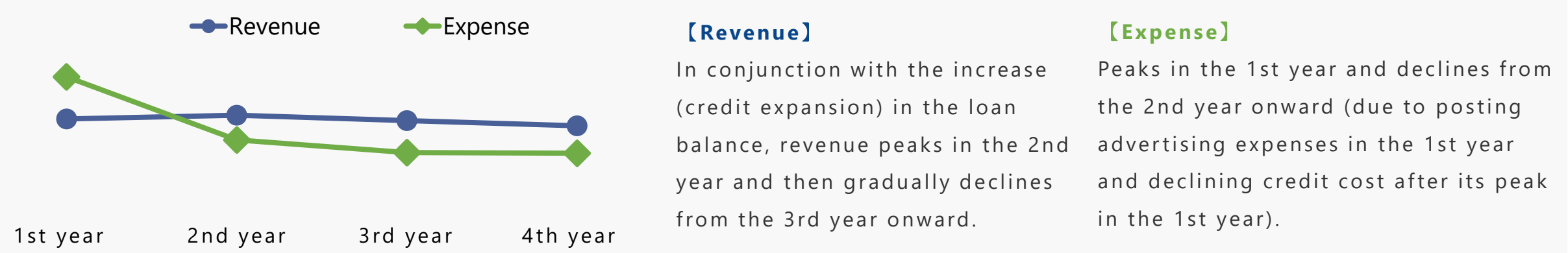
Appendix: Payback Period for Unsecured Loans

- In the unsecured loan business, expenses are upfront and profit is realized in the 3rd year after the new customer is acquired.

Profit trend (cumulative)



Revenue and Expense trend after new customer acquisition (single-year)



Appendix: Other

- **Analyst Coverage**

| Company Name | Analyst Name |
|------------------------------------|-------------------|
| SBI SECURITIES Co.,Ltd. | Wataru Otsuka |
| JPMorgan Securities Japan Co., Ltd | Koki Sato |
| Daiwa Securities Co. Ltd. | Kohei Sakamoto |
| Nomura Securities Co.,Ltd. | Cholchi Kwak |
| Mizuho Securities Co., Ltd. | Naruhiko Sakamaki |

- **Stock Information**

| | |
|-----------------------------------|---------------|
| Total number of shares authorized | 1,136,280,000 |
| Total number of shares issued | 484,620,136 |
| Number of shareholders | 19,810 |

- **Credit Rating**

| Rating Agencies | Rating |
|-----------------|--------|
| R&I | BBB+ |
| JCR | A- |

(As of FY2025/5)

— Disclaimer —

- The figures contained in this presentation material with respect to AIFUL and AIFUL Group's plans and strategies and other statements that are not historical facts are forward-looking statements about the future performance of AIFUL and AIFUL Group which are based on management's assumptions and belief in light of the information currently available to it and involve risks and uncertainties. Therefore, actual results may differ from those in the forward-looking statements due to various factors.
- This English-translated presentation material was prepared solely for the convenience of English-speaking investors. If any discrepancies exist, the original Japanese version always prevails. AIFUL and AIFUL Group shall not be liable for any loss or damages arising from this translation.

Stock Price Performance

PER assumed at 9–11x vs. FY2027/03 plan (as of May 2025)

