

Announcement of Japanese Equity Investment Advisory Service in Korea

December 16th, 2011

Bayview Asset Management Co., Ltd.

Ken Yagi,

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Bayview Asset Management Co., Ltd. (BVAM), which is headed by Mr. Ken Yagi, President and CEO, has become the first Japanese asset management firm to advise on Japanese equity investment by wrap account for retail investors in Korea, effective December 16, 2011. BVAM's Investment Management Group II led by Ichiro Takamatsu (age 46), who joined BVAM in July, 2010 with long-term track records of managing Japanese Mid/Small-cap equity, is in charge of the new mandate seeking for excellent performance for Korean investors.

The Korean wrap market as of the end of June 2011 has a size of KRW 46 trillion (approximately JPY 3.2 trillion or USD 4.0 billion), which is about 6 times larger than Japanese counterpart (approximately JPY 580 billion or USD 4.0 billion). In Korea, the balance of wrap account, which is popular among retail investors, equals to 15.4% of the mutual fund market, while it is only 0.6% in Japan. In addition, the Korean wrap market has grown more than four times during the recent three years from 2008 to 2011, and wrap products are expected to continue to lead the growth of the entire Korean retail investment community. (Data Source: Japan Securities Investment Advisers Association, The Investment Trust Association, Japan, and Korea Financial Investment Association).

In the fast growing Korean wrap market, BVAM has been appointed to advise on "Samsung POP Golden Wrap (global equity)," a wrap product managed and marketed by Korea's largest security company Samsung Securities. Launched in October 2010, it is a first wrap to invest in global (non-Korean) equity (individual stocks). Currently, the wrap lineup includes those that invest in Chinese and US equities (started in October 2010 and January 2011, respectively); Chinese largest asset manager China Asset Management Ltd. and the world's leading asset management company AllianceBernstein LP have been appointed as their investment advisers. Samsung Securities, having thoroughly researched asset managers in the world with Japanese stock-picking capability, has chosen BVAM, a fully-licensed boutique asset management, which is very rare in Japan, and its highly skilled fund manager.

Japanese Mid/Small-cap equity, which is the main focus of the new wrap account, is considered most undervalued among the world's major stock markets. However, there are many companies that are uniquely-positioned with huge growth potential in the midst of drastic changes in the industrial structure in Japan. Furthermore, Japanese Mid/Small-cap equity offer attractive investment opportunities that cannot be obtained from Korean stocks; those companies produce the world's greatest manufacturing equipment and parts/components for automobiles, electronics, and machinery, thus serve as "secret heroes behind economic growth" who support the world-wide supply chain. Samsung Securities has picked up this field to highlight in their wrap.

Bayview Asset Management (BVAM) was founded on January 7, 1998 as a pioneer of the independent boutique house in Japan, or a specialized asset management company in the aim of revolutionizing Japan's asset management industry. Specializing in active management of Japanese and US equities as well as currency, BVAM is committed to providing its investors with the highest level asset management services. Going through the financial crisis, Japan's asset management industry is facing with big changes. BVAM is determined to actively expand its business into new fields, aiming to deliver original and high quality asset management

services, which can be provided only by independent boutique house. The investment advisory service for Samsung Securities marks one of them.