



PROMISE

PROMISE CO., LTD. ANNUAL REPORT 2000

Annual Report 2000
Year ended March 31, 2000



PROMISE CO., LTD.

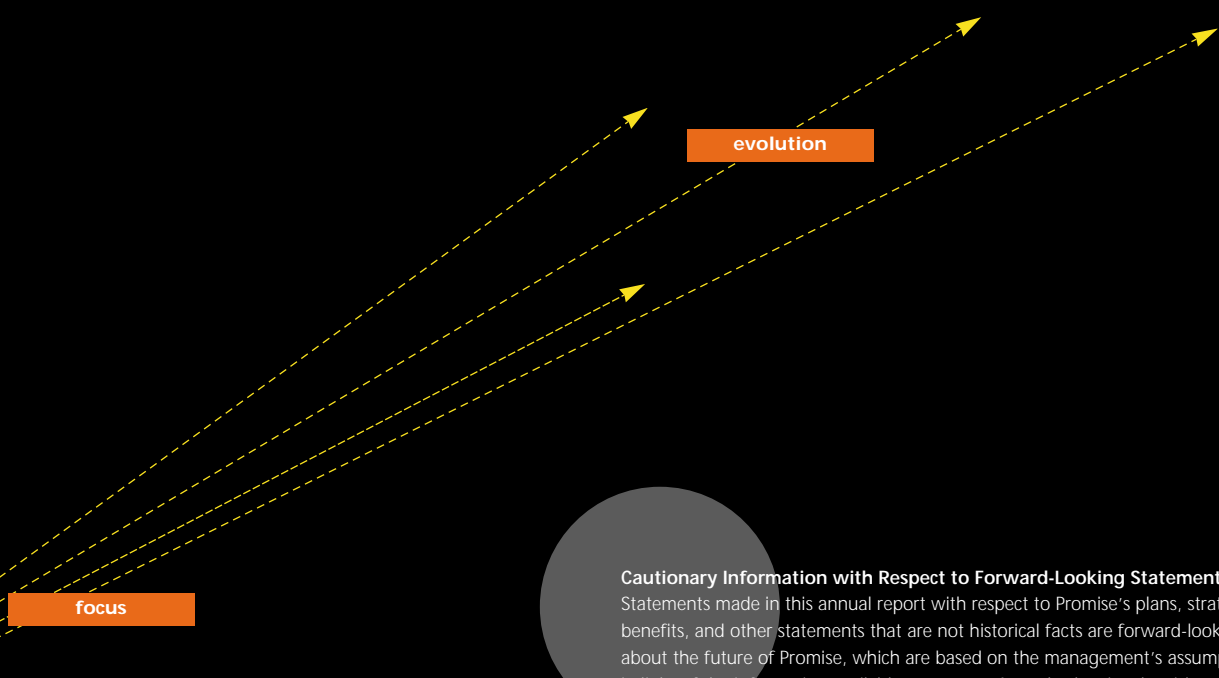
Profile

Promise Co., Ltd., continues to achieve solid earnings growth as a finance specialist with operations centering on the provision of unsecured loans to individuals.

In the fiscal year ended March 31, 2000, Promise's balance of unsecured loans outstanding surpassed the ¥1 trillion mark for the first time in the Company's history. The achievement of this milestone was driven by the success of such initiatives as the introduction of the new Visual Identity (VI) program in the previous fiscal year and the launch of the Promise-JCB credit card.

Moreover, Promise made additional strides toward its goal to establish a framework for offering consumer finance services that meet the rapidly evolving needs of borrowers. Among the steps taken in this direction were an M&A strategy directed at medium-sized consumer finance companies and the establishment of MOBIT Co., Ltd., a joint venture between Promise and the Sanwa Bank, Ltd.

Promise will continue working to achieve stable growth and meet the expectations of its shareholders by employing a business model that allows the rapid execution of business strategies ahead of the momentous changes taking place today. We thank you for your continued support of our business activities.



Cautionary Information with Respect to Forward-Looking Statements

Statements made in this annual report with respect to Promise's plans, strategies, and benefits, and other statements that are not historical facts are forward-looking statements about the future of Promise, which are based on the management's assumptions and beliefs in light of the information available at present. As such, they involve risks and uncertainties. Potential risks and uncertainties include, without limitation, general economic conditions and the business environment in Japan as well as changes to Japanese laws and regulations.

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