



# PROMISE

## ANNUAL REPORT 1997

*Year ended March 31, 1997*



# Profile

Promise is a major Japanese consumer finance company which continues to prosper today. With 1,992,000 customers accounting for over ¥775.1 billion in unsecured loans (the company's primary business) as well as other secured loans, Promise ranks as one of the leading companies in the consumer finance industry, providing small-lot unsecured cash loans to consumers.

Japan remains, certainly by Western standards, a cash-based society. Not only are checks virtually unknown to the consumer but a wide range of goods and services are still supplied largely on a cash only basis. Furthermore, Japanese convention requires the giving of presents of often significant amounts of cash on important social occasions, such as weddings and funerals. As the timing and expense of many of these occasions cannot be anticipated, custom reinforces the need for Japanese people to maintain ready access to large amounts of cash at short notice.

Loans from Promise of up to a maximum of ¥500,000 (or as much as ¥1 million after a more extensive credit check) are available within 40 minutes or less after an initial application is made at a manned branch or an automated credit provider. Promise is able to extend credit in such a short period of time because of the know-how it has accumulated in conducting credit investigations. The flexibility and responsiveness of this system is enormously strengthened by the network of our 1,056 ATMs, as well as 12,344 cash dispensers (CDs) which have been set up at the branches of our many associated business partners. All of this has been done in response to the diverse needs of our customers.

Promise has continued to achieve high levels of sustained growth through the 1990s. This is in marked contrast to many Japanese banks and non-bank financial institutions which have struggled inconclusively with the legacy of the bubble economy. In September 1996, Promise after a period of registration on the Over-The-Counter market became one of only three companies in the industry to achieve a listing on the First Section of the Tokyo Stock Exchange.



## **The thought behind our name**

*When Promise was established, we departed from the practice of requiring guarantors, authentication of personal seals and inquiry with the applicant's neighbors regarding his credit standing, each of which had been conventionally required as a precondition for borrowing in Japan.*

*Ryoichi Jinnai, the founder of the company who developed a system which is truly committed to the customer, named the company "Promise", as a symbol of the policy under which the customer and the company mutually pledge (promise) to honor their loan obligations enabling business transactions to be conducted on an equal footing and in a pleasant manner.*

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