



PROMISE

Annual Report 1999

Year ended March 31, 1999

PROMISE CO., LTD.

Long-term Vision for the 21st Century Becoming a Personal Main Bank

Introducing New Visual Identity

Increasing brand name recognition

Operating Strategies

(See Pages 6-9)

Strategy 1: **Marketing**

- Expanding sales channels
- Improving customer convenience

(See Pages 10-13)

Strategy 2: **Credit Risk and Cost Management**

- Speedy and strict credit evaluation
- Low-cost management

(See Pages 14-17)

Strategy 3: **Financing**

- Strengthening financial structure

Personal Promise

- Become a consumer loan company that customers will treat us as their main bank.

Partner Promise

- We try to be good partners with our customers as well as with our fellow employees.

Operating Policies

- We will specialize in the consumer loan field, pursuing greater convenience for our customers and more product and service reliability.

Business Field

Basic Business Concepts

- Accurately grasp and respond to changes in the business environment and in customers' needs.

- Take all possible actions to prevent consumers from accumulating multiple debts with different creditors.

Profile

Promise is the third largest consumer finance company in Japan with over 2.2 million customers and ¥976,614 million (\$8.1 billion) in loans outstanding as of the end of fiscal 1999. The Company's core business is providing individuals with unsecured and unguaranteed loans, the majority of which are limited to ¥500,000. Promise's loan services feature quick and convenient access to funds for those who meet the Company's stringent credit standards coupled with the lowest interest rates in the consumer finance industry.

During the fiscal year under review, Promise unveiled its long-term vision for the 21st century, which aims to position the Company as the "Personal Main Bank" of its customers. In achieving this goal, Promise intends to concentrate on its strengths, specializing in consumer finance rather than diversifying into other fields. The Company will reinforce its roots in the consumer finance industry by getting closer to customers through offering a greater variety of products and services. Our business slogan, "Personal Promise," and our action slogan, "Partner Promise" indicate our desire to change the relationship with customers from that of lender and borrower to a counselor for individuals wanting to make the best use of their financial resources.

In addition to improving the speed and convenience of its services, Promise will seek to assist consumers in avoiding the accumulation of excessive debt by revolutionizing its products, services, and systems to provide consumers with a greater degree of protection from credit abuse as well as more fully meeting their financial needs.

Our fiscal 2000 goals cover greater specialization in the consumer finance market combined with well-balanced management. The related business actions are covered in detail elsewhere in this annual report.

The phrase "fiscal year" used in this annual report indicates Promise's fiscal term, which covers the one-year period from April to March of the following year. Fiscal 1999, therefore, means the fiscal year from April 1, 1998 to March 31, 1999.

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PROMISE

On the Cover

The design motif of our new corporate mark integrates the images of a reliable and powerful lion and a warm sun, symbolizing our desire to become a dependable and caring financial partner. Suggesting the eyes and nose of a lion, the two Ps stand for several of our corporate slogans, including Personal Main Bank Promise, Personal Promise, and Partner Promise that represent our 21st century vision's business strategies. The lively and warm golden yellow stands out clearly against the contrasting black background, providing strong visual impact. We crop the upper part of the corporate mark on our signs to add dynamism, indicating Promise is a force in motion. The dramatic change from the red and blue of our previous corporate mark underscores the radical changes we are undertaking as a company.