



The Yamanashi Chuo Bank, Ltd. 19th Analyst Meeting

- **Fiscal 2010 First Half Business Results**
- **Forecasts for the Current Term (FY2010)**
- **Medium-Term Management Plan**
(Future Creation Plan 2013)

December 7, 2010 (Tue)

Contents



Profile	2
---------	---

I Fiscal 2010 First Half Business Results

Fiscal 2010 First Half Results (Summary)	4
Deposits	5
Loans	6
Securities	7
Fees and Commissions	8
Mandatory Disclosure of Bad Debt under the Financial Reconstruction Law	9
Capital Ratio (Non-Consolidated Basis)	10

II Forecasts for the Current Term (FY2010)

Earnings Forecasts for the Current Term (FY2010)	12
Plan for Deposits	13
Plan for Loans	14
Plan for Investment in Marketable Securities	15
Yields & Interest Margins (Trends and Forecasts)	17
Financial Products Sales Plan	18
Operating Expenses and OHR (Trends and Forecasts)	19
Credit Cost (Trends and Forecasts)	20
Return to Shareholders	21

III Economic Trends in Yamanashi Prefecture

Business Trends	23
Creation of New Industries	24
Recent Topics	25
Preparations for High-Speed Transportation Network	26

IV Medium-Term Management Plan (Future Creation Plan 2013)

Medium-Term Management Plan 'Future Creation Plan 2013'	28
Plan Duration	29
Quantitative Targets	30
Rebuild the Sales Promotion System	
Outline	31
Marketing Channel Strategies	32
Western Tokyo Area Strategies	34
Segment Strategies	37
Rebuild the Marketing Support System	42

■ Profile (as of September 30, 2010)

- Predecessor Founded: April, 1877
- Established: December, 1941
- Head Office: 20-8, Marunouchi 1-Chome, Kofu, Yamanashi
- Common Stock: ¥15,400 million
- Employees: 1,732
- Branches (including sub-branches): 91 (76 in Yamanashi Pref., 15 in Tokyo), Corporate Sales Offices: 1 (Kanagawa Pref., Sagami-hara City), Representative Office in Hong Kong



Head Office

Our Mission

Region-Based Operations and Sound Management

Maintaining a close relationship with the communities in the region where we operate, we will contribute to the prosperity of the region and the development of its economy, with a commitment to sound management that enjoys the trust of our customers, while bolstering our business operations.

I Fiscal 2010 First Half Business Results

Fiscal 2010 First Half Results (Summary)



(¥ billion, %)	Previous 1st half (FY09)	Reporting 1st half (FY10)	YoY change [%]
Operating income	25.4	25.0	(0.4) [(1.5)]
Gross banking profit	20.1	21.7	1.6 [7.9]
Interest income	18.2	18.2	0.0 [0.0]
Fees and commissions	2.2	2.3	0.1 [4.5]
Other operating income	0.0	0.0	0.0 [—]
Gross banking profit on core operations	20.5	20.6	0.1 [0.4]
JGBs and other bond transactions	(0.4)	1.0	1.4 [—]
Expenses	14.3	14.3	0.0 [0.0]
General provision to loan loss reserve	(0.8)	—	0.8 [—]
Net business profit	6.6	7.3	0.7 [10.6]
Net business profit on core operations	6.2	6.2	0.0 [0.0]
Non-operating losses	(4.3)	(1.1)	3.2 [—]
NPL disposal amount	4.0	0.0	(4.0) [(100.0)]
Equity share and similar transactions	(0.5)	(0.9)	(0.4) [—]
Ordinary profits	2.3	6.2	3.9 [169.5]
Extraordinary income (losses)	0.0	1.4	1.4 [—]
Gains on reversal of loan loss reserve	—	1.6	1.6 [—]
Income before income taxes	2.2	7.7	5.5 [250.0]
Income taxes - basic	0.8	0.9	0.1 [12.5]
Income taxes - deferred	0.3	1.4	1.1 [366.6]
Net income	1.1	5.3	4.2 [381.8]

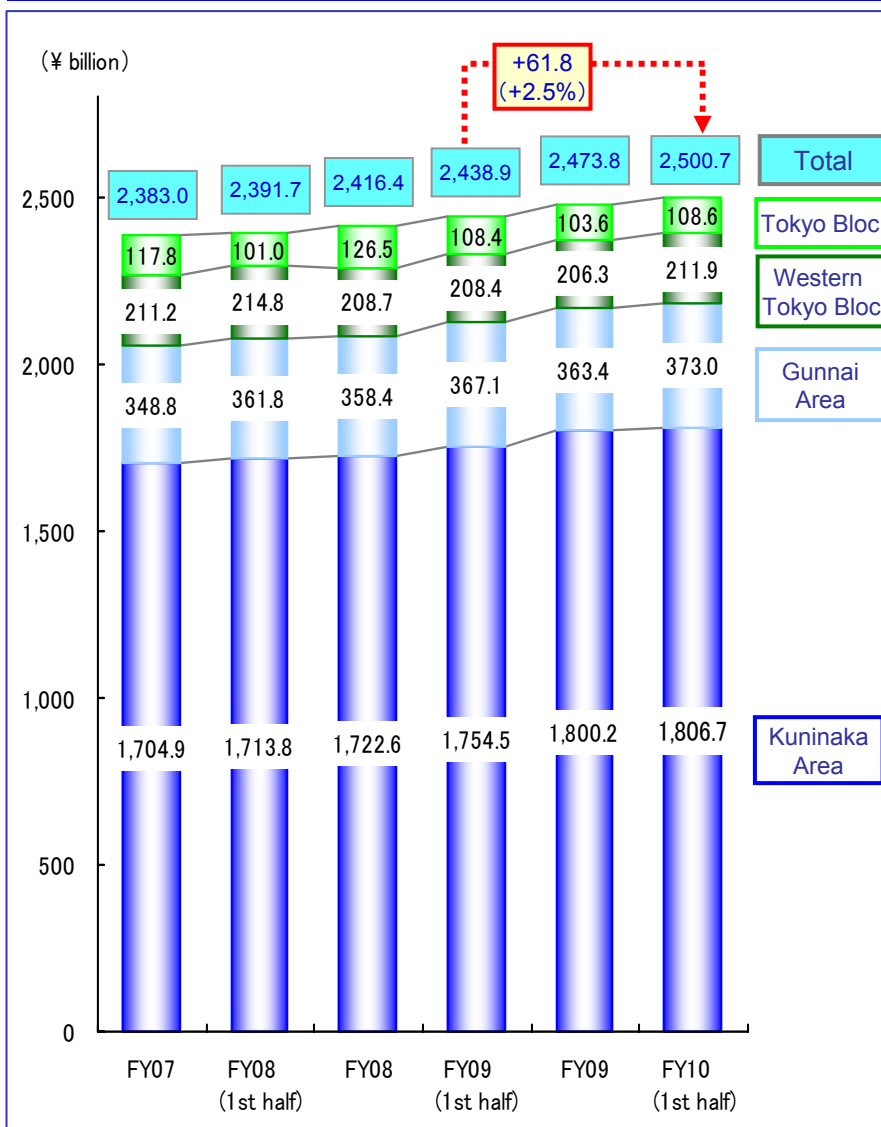
(¥ billion, %)	Reporting 1st half (FY10)	YoY change [%]	Balance	Yield
Fund operations	19.6	(0.8) [(3.9)]	0.6	(1.4)
Interest on loans	13.1	(1.2) [(8.3)]	(0.1)	(1.1)
Interest on securities	6.3	0.3 [5.0]	0.7	(0.4)
Call loan, etc.	0.1	0.0 [0.0]	0.0	0.0
Fund procurement	1.3	(0.9) [(40.9)]	0.0	(0.9)
Interest on deposits	1.2	(0.8) [(40.0)]	0.0	(0.8)
Call money, etc.	0.0	(0.1) [(100.0)]	0.0	(0.1)
Interest income	18.2	0.0 [0.0]	—	—

(¥ billion)	Reporting 1st half (FY10)	YoY change
Revenues	3.4	0.1
Investment trusts	0.3	0.1
JGBs held by individuals	0.01	(0.02)
Life insurance	0.3	0.1
Others	2.6	(0.1)
Cost	1.0	0.0
Fees and commissions	2.3	0.1

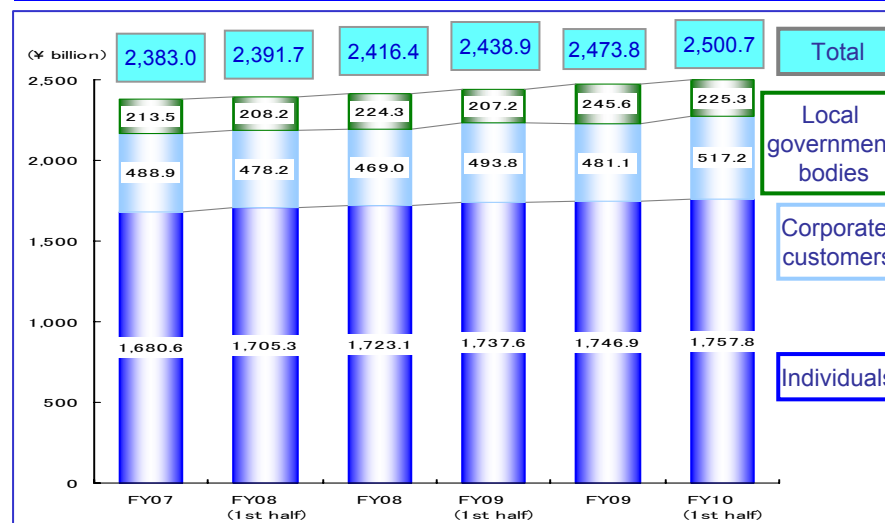
(¥ billion)	Reporting 1st half (FY10)	YoY change
Personnel	7.9	0.5
Premises and equipment	5.6	(0.4)
Taxes	0.7	0.0
Expenses	14.3	0.0

Deposits

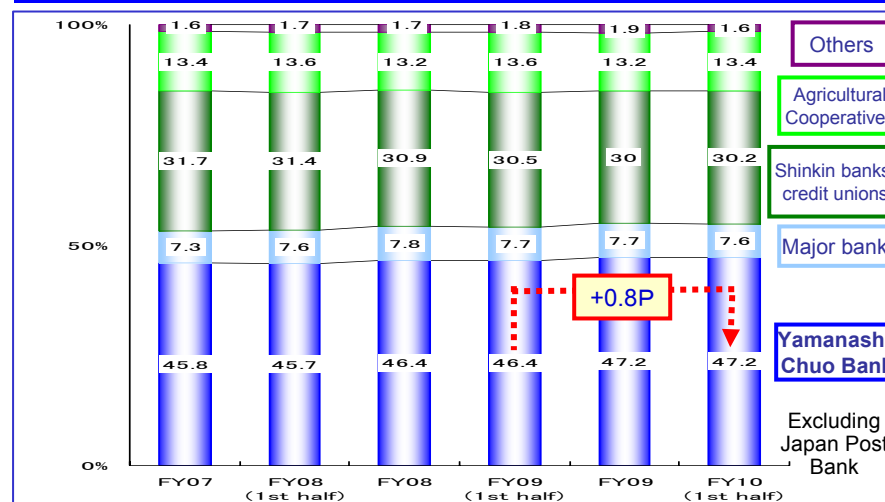
Deposit Balance



Balance by Customer Segment

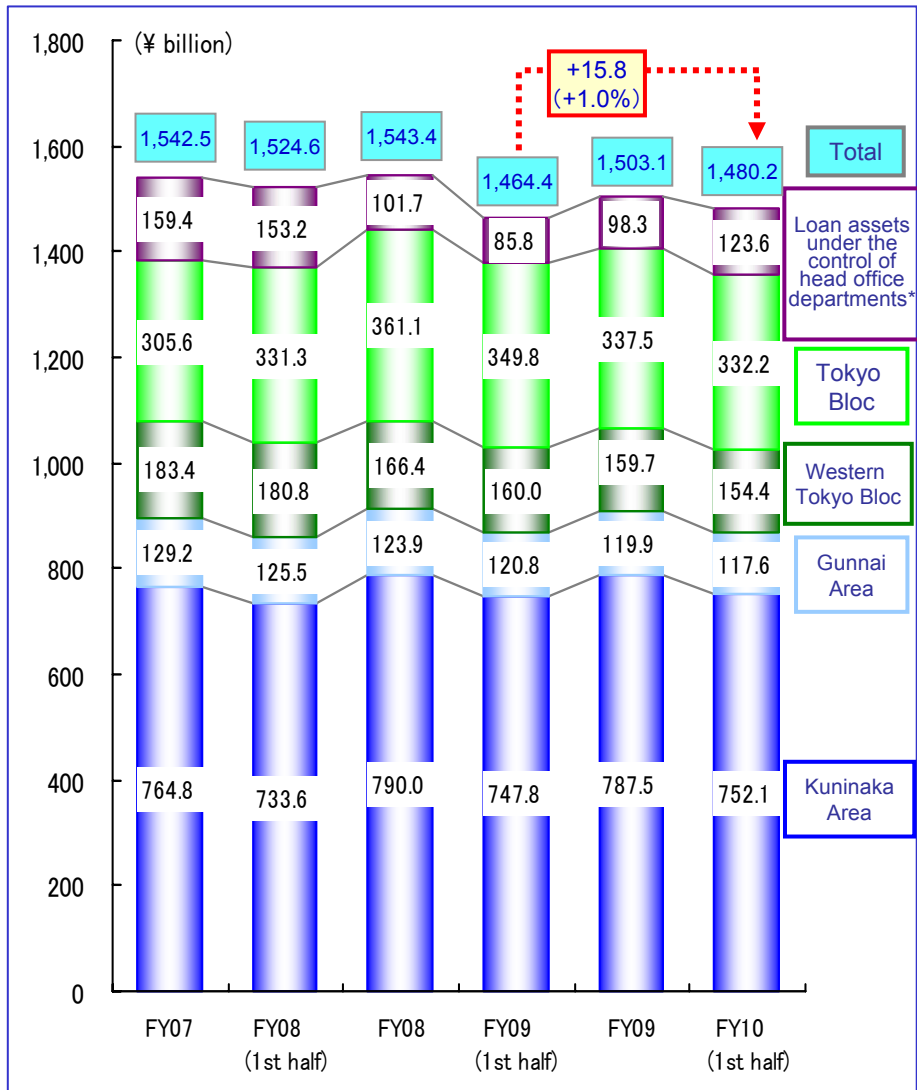


Deposit Shares in Yamanashi Prefecture



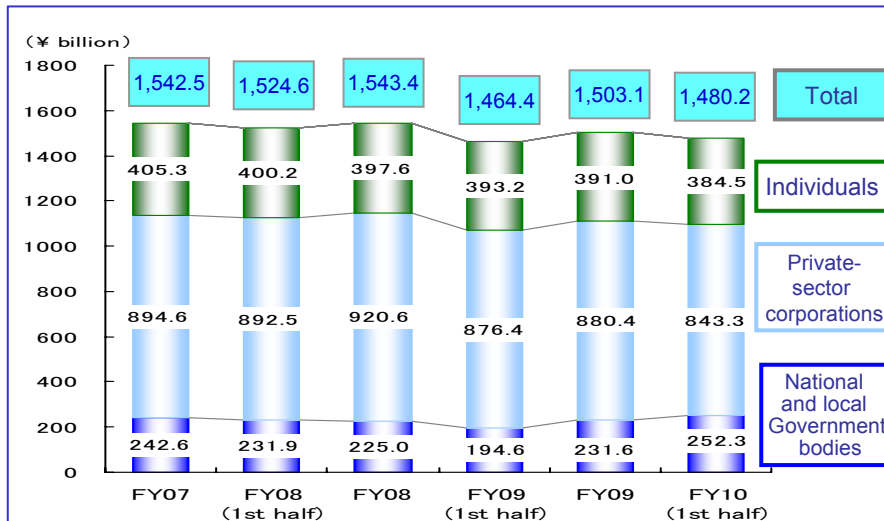
Loans

Loan Balance

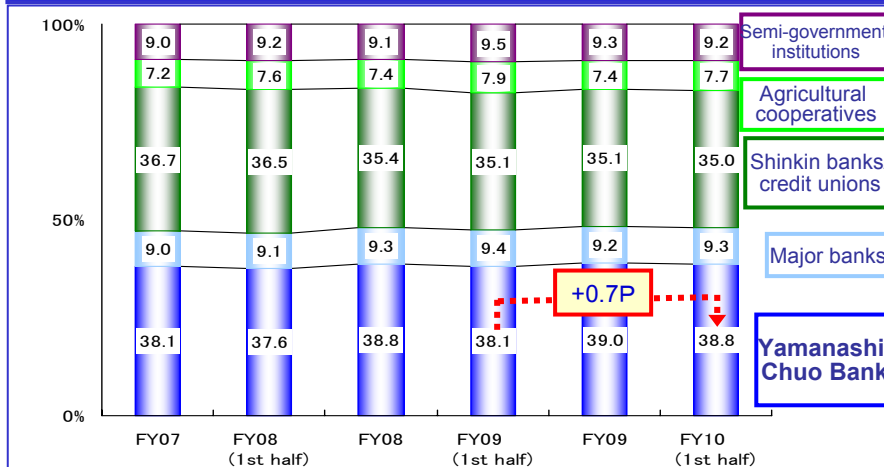


*Note: Loan assets under the control of head office departments refers to loans to the Ministry of Finance, loans made under loan participation agreements and financial receivables transferred from other industries.

Balance by Customer Segment

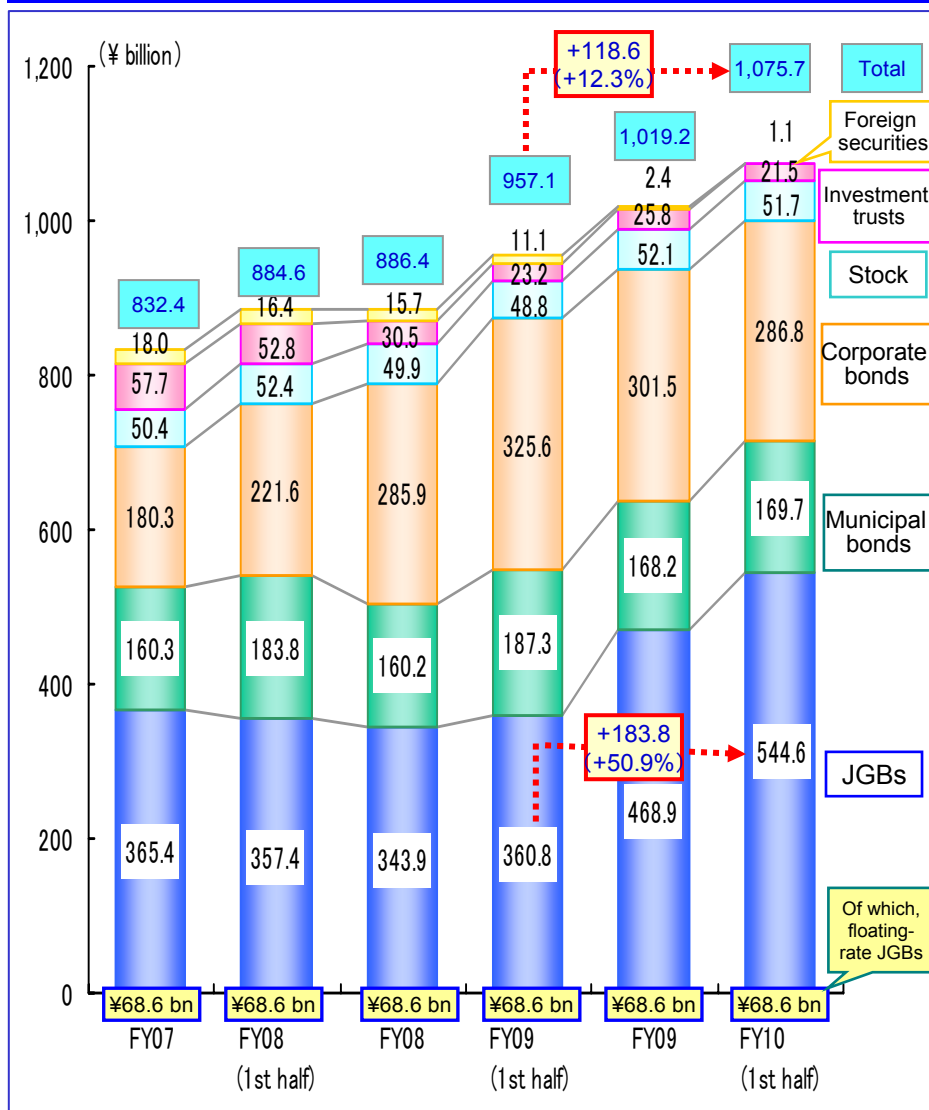


Movements in Loan Shares in Yamanashi Prefecture



Securities

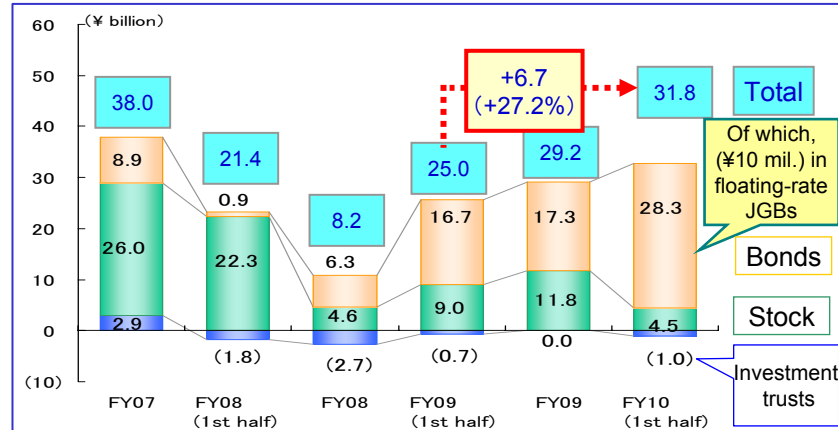
Securities Balance (subject to mark-to-market valuation)



Breakdown of Gains (Losses) on Securities

	FY09 (1st half)	FY10 (1st half)	Change (¥ billion)
Interests and dividends on securities	6.0	6.3	0.3
Securities yields	1.27%	1.20%	(0.06)%
Gains (losses) on bonds	(0.4)	1.0	1.5
Gains on sale of bonds	0.1	1.2	1.1
Losses on sale of bonds	0.5	0.1	(0.3)
Amortization of bonds	—	—	—
Gains (losses) on stock	(0.5)	(0.9)	(0.4)
Gains on sale of stock	0.6	0.2	(0.3)
Losses on sale of stock	0.0	0.3	0.3
Amortization of stock	1.1	0.8	(0.2)

Unrealized Gains (Losses)

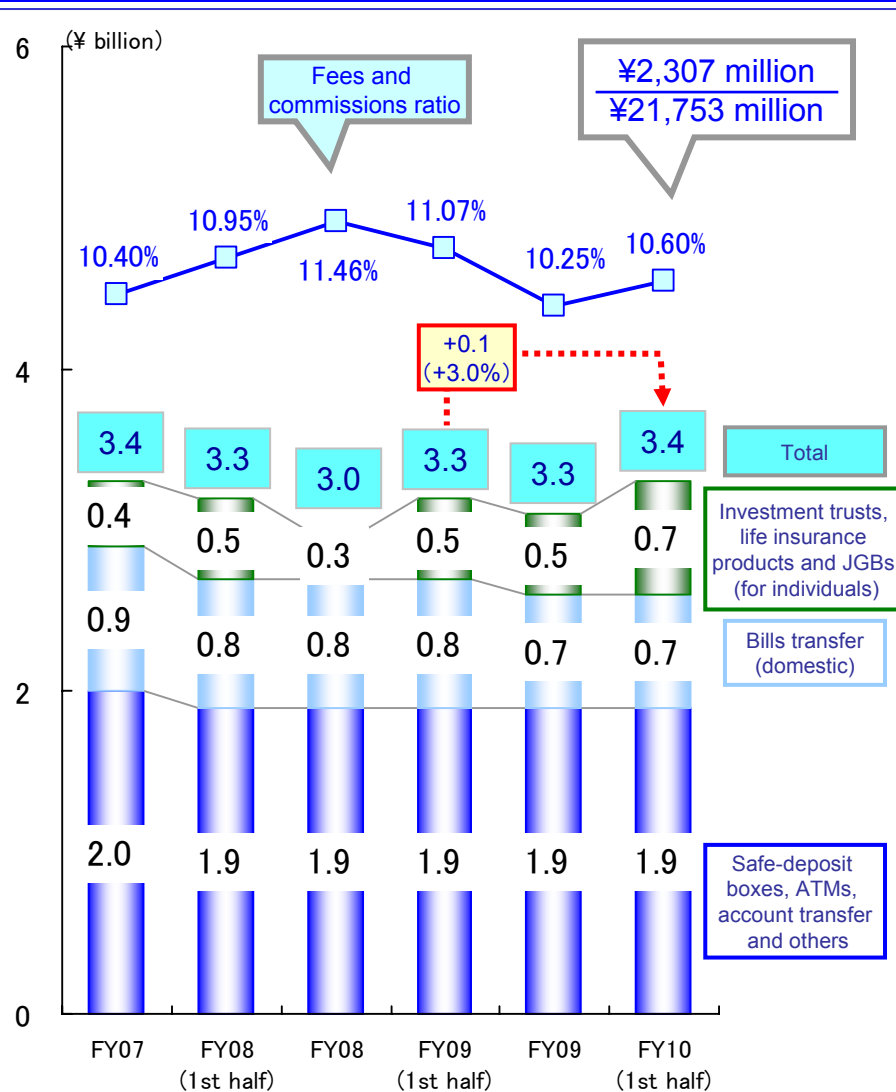


Modified Duration (Yen-denominated bonds)

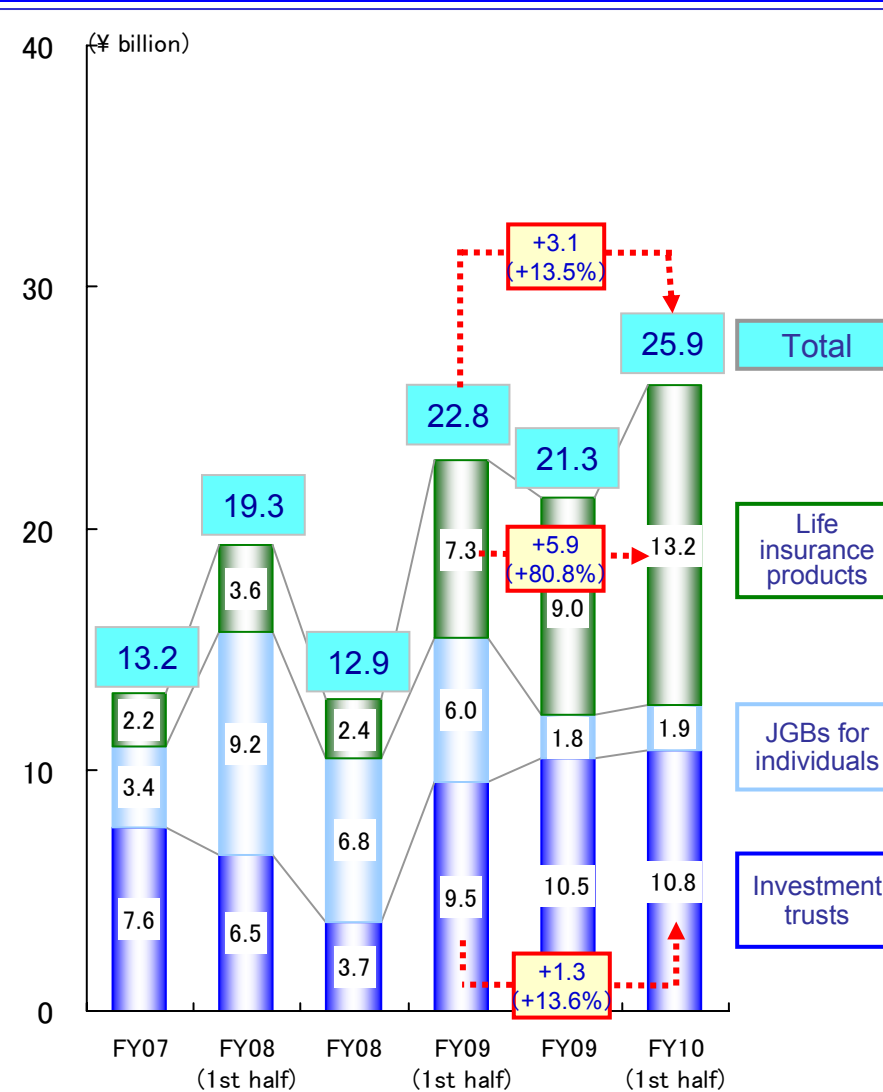
	FY07	FY08	FY08	FY09	FY09	FY10
		(1st half)	(1st half)	(1st half)	(1st half)	(1st half)
Yen-denominated bonds	3.4	3.4	3.7	3.9	3.9	3.7

Fees and Commissions

First Half Results of
Fees and Commissions/Fees and Commissions Ratio



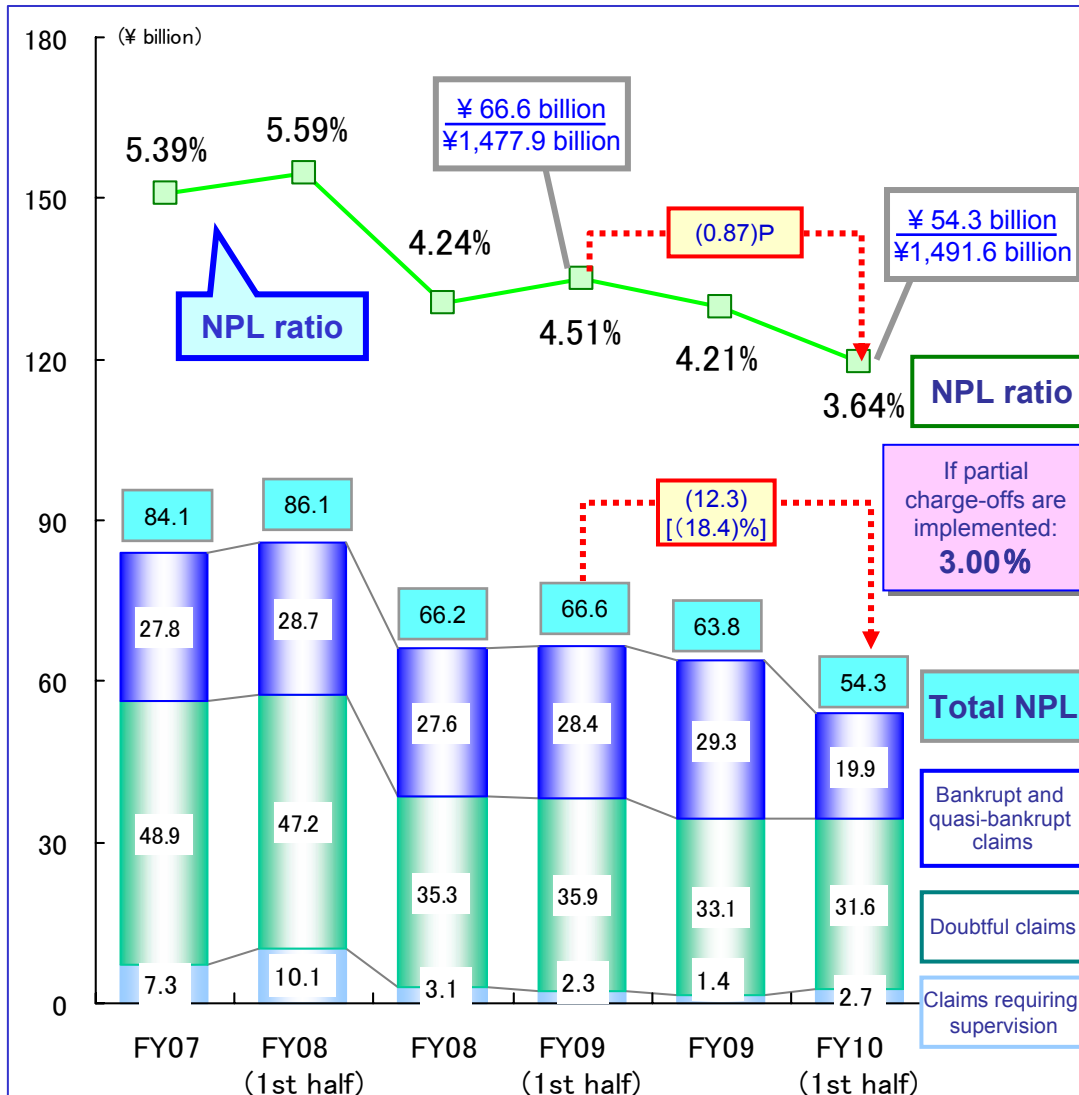
Sales for Investment Trusts, Life Insurance Products and JGBs



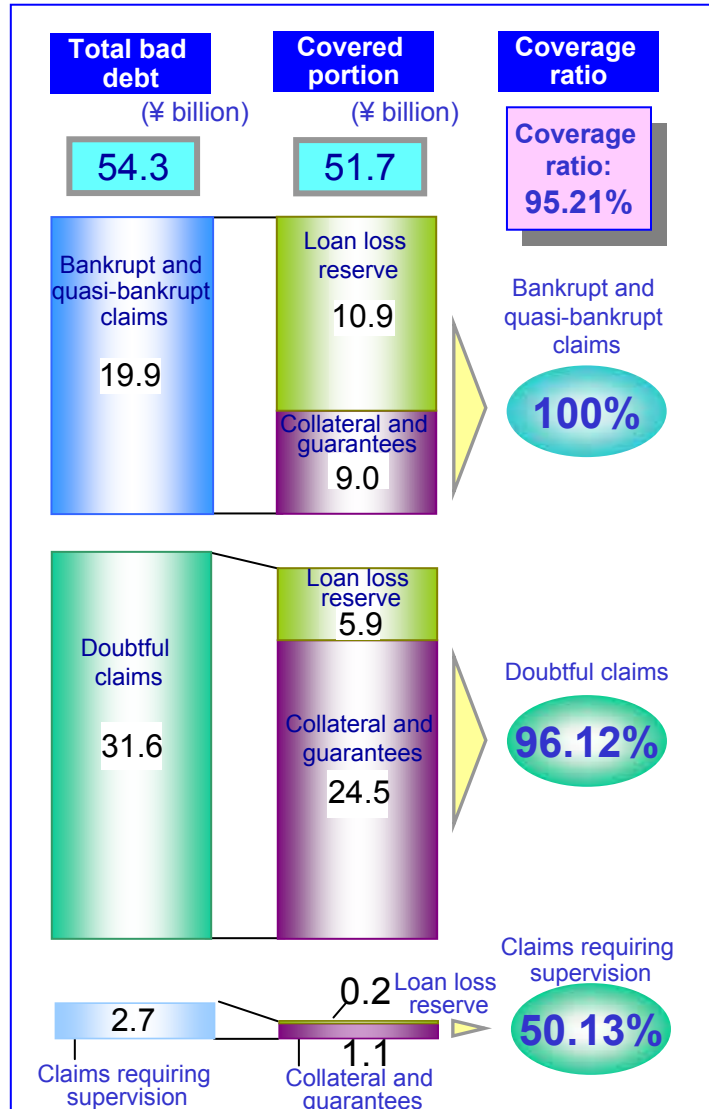
* Fees and commissions ratio = Fees and commissions / Gross banking profit

Mandatory Disclosure of Bad Debt under the Financial Reconstruction Law

Bad Debt under the Financial Reconstruction Law

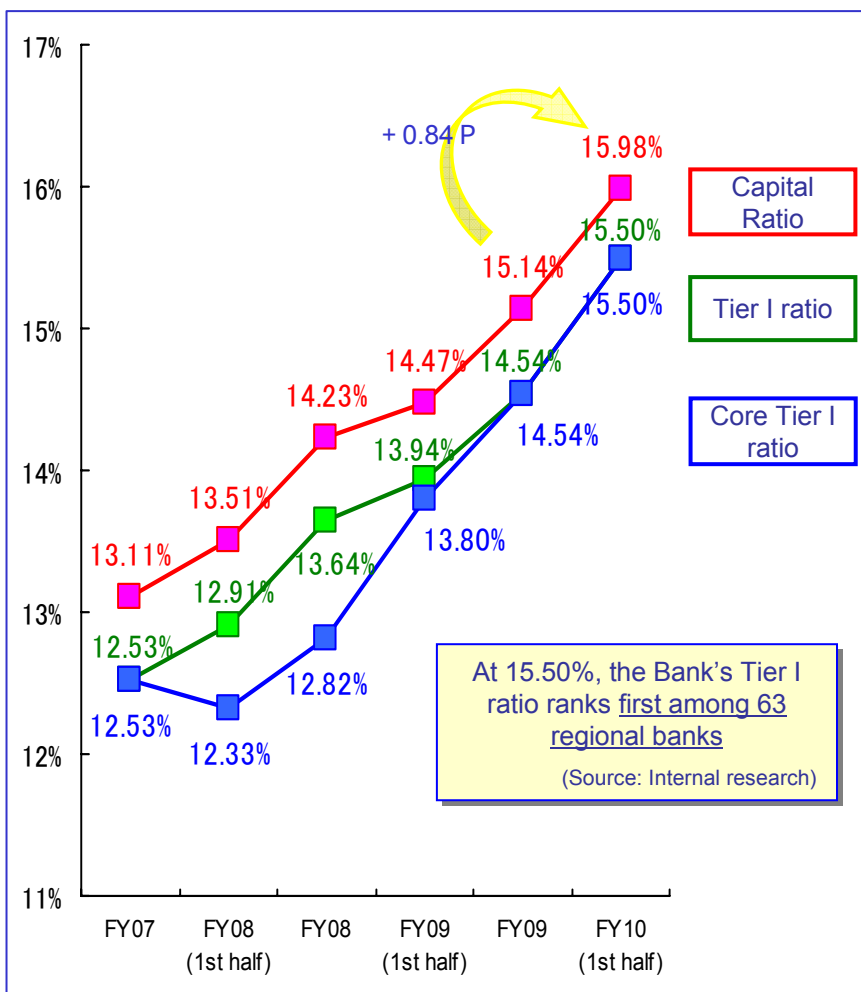


Coverage of Bad Debt under the Financial Reconstruction Law



Capital Ratio (Non-Consolidated Basis)

Capital Ratio



Breakdown of Regulatory Capital

(¥ billion)

	FY10 (1st half)	Comparison with FY09
Tier I (A)	146.4	4.1
Core Tier I ratio	146.4	4.1
Net deferred tax assets	—	—
Preferred stock / preferred investment certificates	—	—
Tier II (B)	4.5	(1.2)
General provision to loan loss reserve	4.5	(1.2)
Deductions (C)	—	—
Regulatory capital (A)+(B)-(C)	151.0	2.8
Risk-weighted assets	944.8	(33.4)

Risk Calculation Methods Employed

Credit risk	Standardized Approach (SA)
Operational risk	Basel II Standardised Approach (TSA)

* Core Tier I: A portion of the regulatory capital, mainly consisting of common stock, capital surplus and retained earnings

II Forecasts for the Current Term (FY2010)

Earnings Forecasts for the Current Term (FY2010)



	(¥ billion, %)	FY09	FY10 (forecast)	YoY change [%]
Operating income		50.8	48.7	(2.1) [(4.1)]
Gross banking profit		42.0	42.3	0.3 [0.7]
Interest income		36.6	36.3	(0.3) [(0.8)]
Fees and commissions		4.4	4.7	0.3 [6.8]
Other operating income		0.1	0.1	0.0 [0.0]
Gross banking profit on core operations		41.2	41.2	0.0 [0.0]
JGBs and other bond transactions		0.7	1.0	0.3 [42.8]
Expenses		28.3	29.7	1.4 [4.9]
General provision to loan loss reserve		(0.3)	(1.0)	(0.7) [—]
Net business profit on core operations		12.9	11.5	(1.4) [(10.8)]
Non-operating losses		(8.1)	(3.7)	4.4 [—]
NPL disposal amount		7.2	1.9	(5.3) [(73.6)]
Equity share and similar transactions		(1.0)	(1.3)	(0.3) [—]
Ordinary profits		5.8	10.0	4.2 [72.4]
Net income		2.7	6.5	3.8 [140.7]

Dividends		FY08	FY09	FY10 (plan)
	Dividend per share (annual)	¥6.00	¥6.00	¥6.00

	End of FY09	End of FY10 (estimate)
Nikkei Stock Average	¥11,089	¥9,500

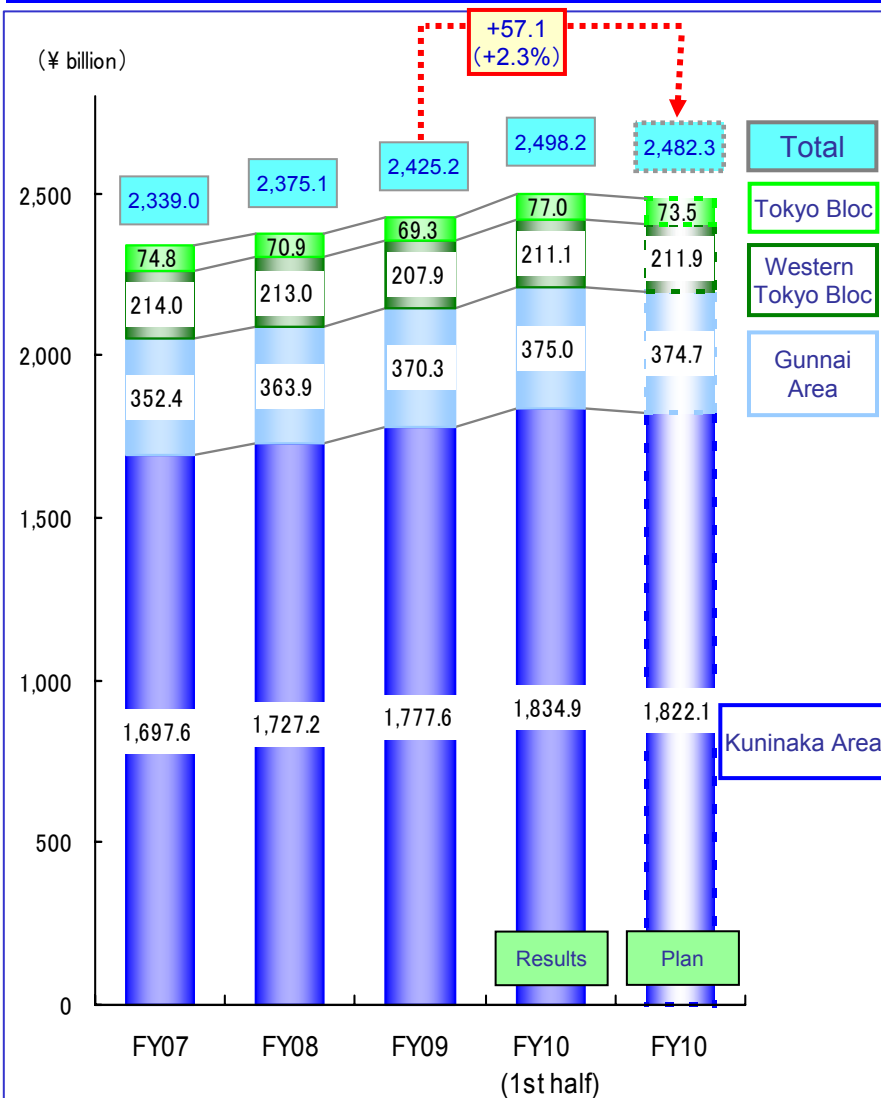
	(¥ billion, %)	FY2010 (forecast)	YoY change [%]	Balance	Yield
Fund operations		38.6	(2.0) [(4.9)]	1.0	(3.0)
Interest on loans		26.1	(1.9) [(6.7)]	0.2	(2.1)
Interest on securities		12.3	0.0 [0.0]	0.9	(0.9)
Call loan, etc.		0.1	(0.1) [(50.0)]	0.0	(0.1)
Fund procurement		2.3	(1.6) [(41.0)]	0.0	(1.6)
Interest on deposits		2.2	(1.5) [(40.5)]	0.0	(1.5)
Call money, etc.		0.1	(0.1) [(50.0)]	0.0	(0.1)
Interest income		36.3	(0.3) [(0.8)]	—	—

	(¥ billion)	FY2010 (forecast)	YoY change
Revenues		6.9	0.3
Investment trusts		0.7	0.1
JGBs held by individuals		0.03	(0.01)
Life insurance		0.7	0.3
Others		5.4	0.0
Cost		2.2	0.1
Fees and commissions		4.7	0.3

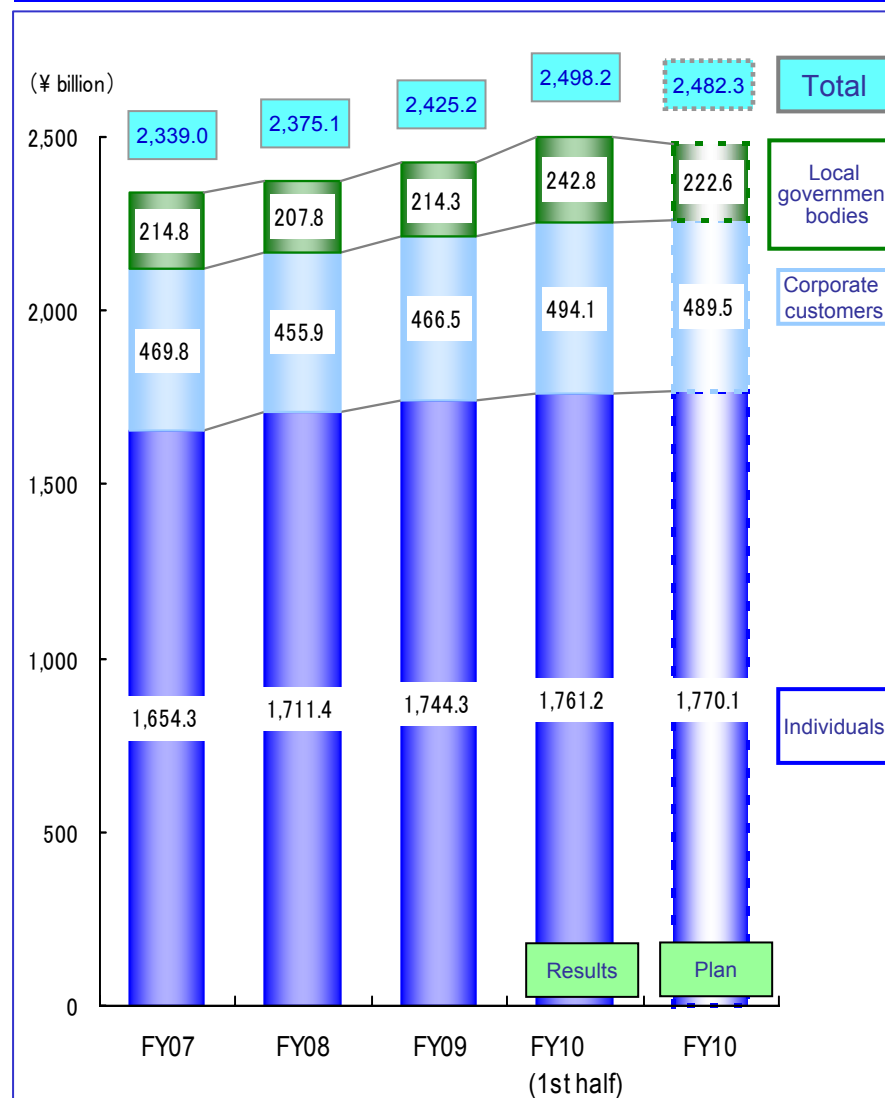
	(¥ billion)	FY2010 (forecast)	YoY change
Personnel		16.1	1.3
Premises and equipment		12.2	0.1
Taxes		1.3	0.0
Expenses		29.7	1.4

Plan for Deposits

Average Deposit Balance

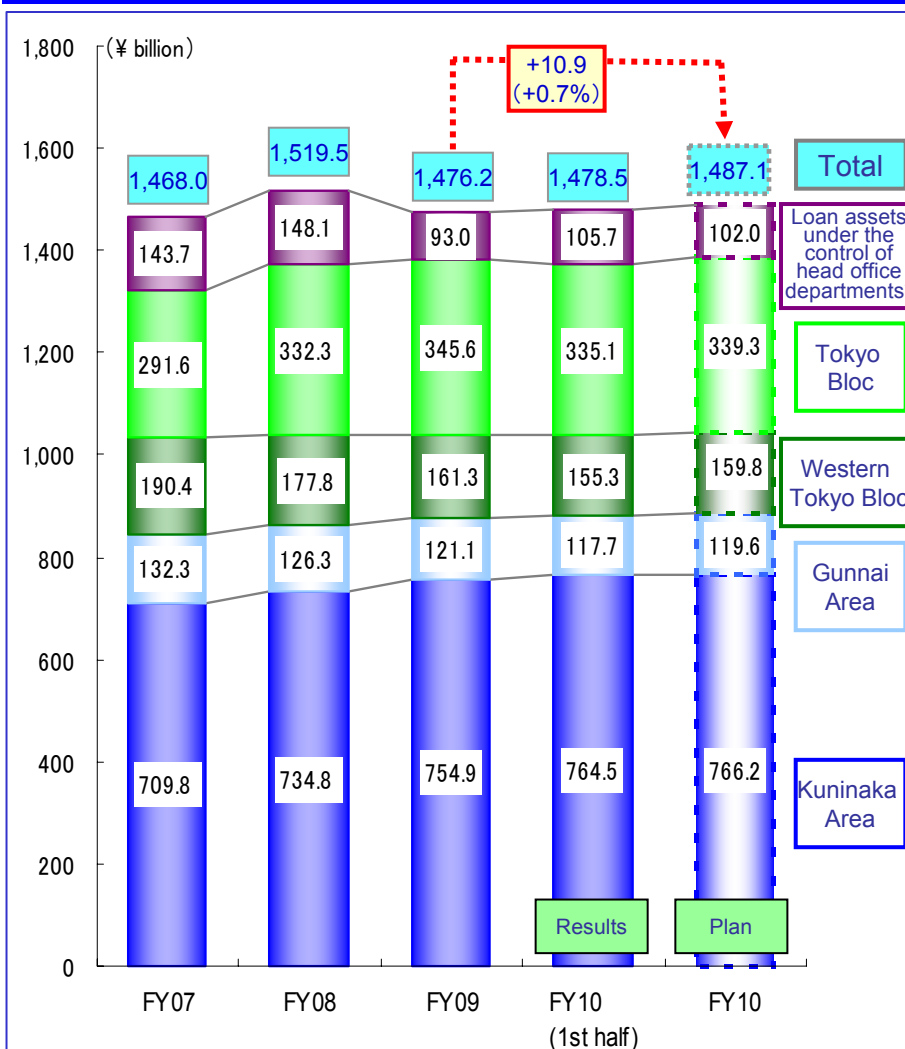


Balance by Customer Segment (average balance)

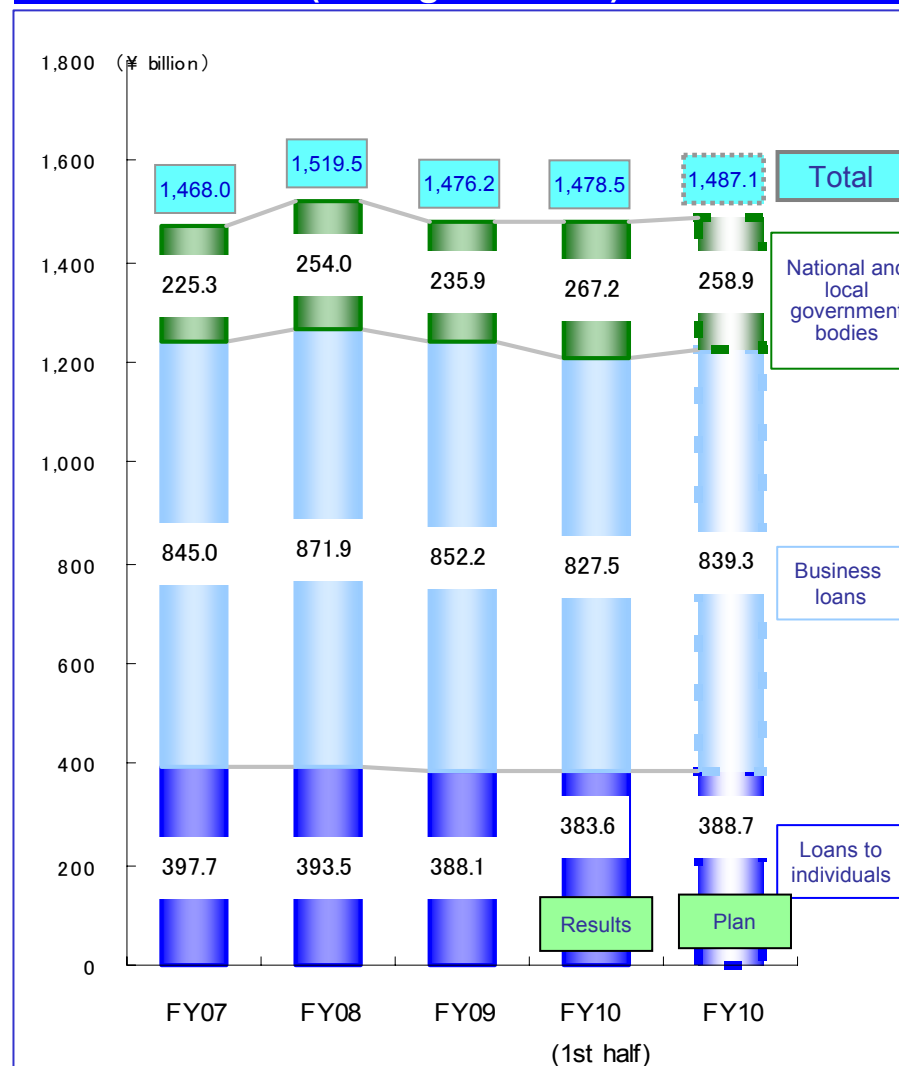


Plan for Loans

Average Loan Balance



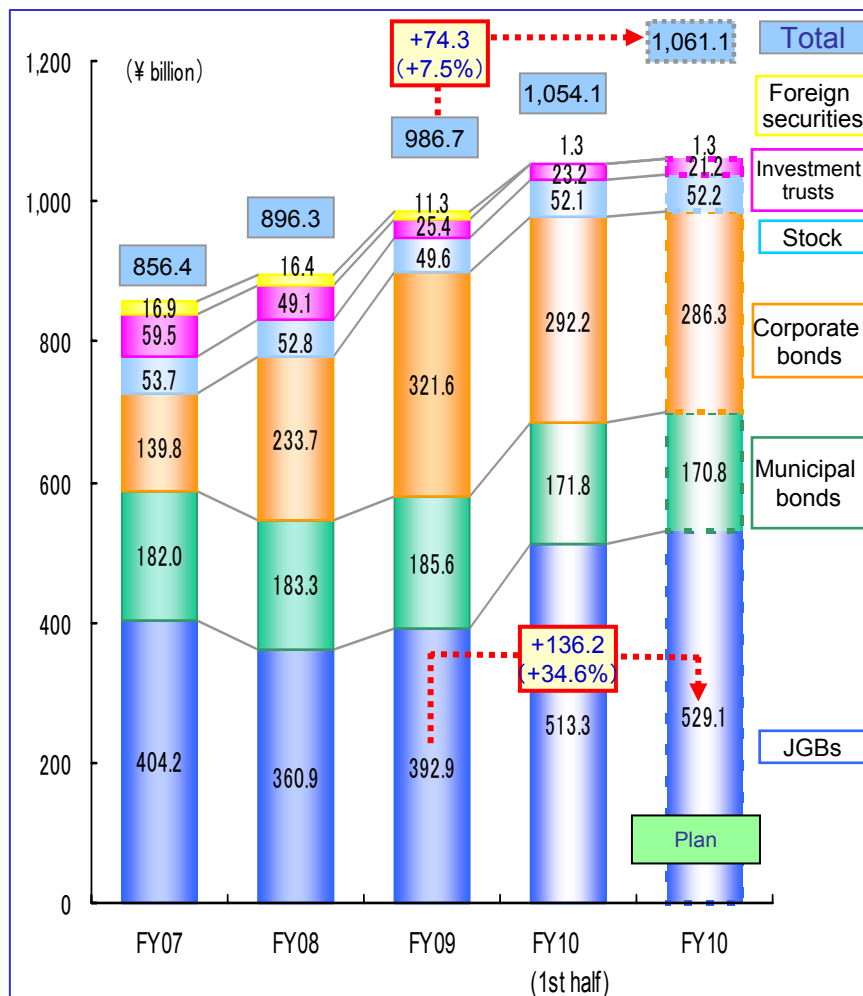
Balance by Customer Segment (average balance)



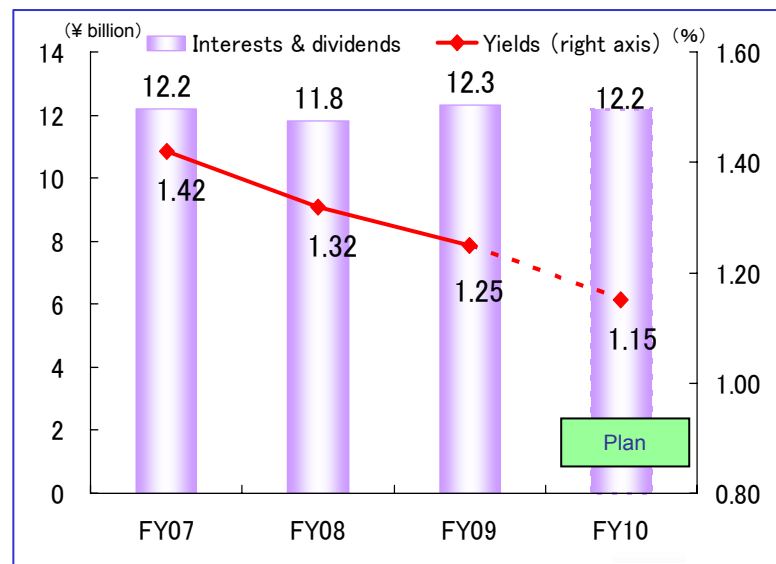
*Note: Loan assets under the control of head office departments refers to loans to the Ministry of Finance, loans made under loan participation agreements and financial receivables transferred from other industries.

Plan for Investment in Marketable Securities

Average Balance of Securities



Securities Yields / Interests & Dividends



Plan Breakdown of Interests & Dividends for FY10

	FY09	FY10	Change (¥ billion)
JGBs	4.1	4.8	0.7
Municipal bonds	2.9	2.6	(0.2)
Corporate bonds	4.1	3.5	(0.5)
Stocks	0.9	0.9	(0.0)
Investment trusts	0.0	0.0	0.0
Foreign securities	0.1	0.0	(0.1)
Total	12.3	12.2	(0.1)

Plan for Investment in Marketable Securities

Investment Strategy

- Focus on investment in low-risk financial instruments
- Forecast range for the 2nd half of fiscal 2010
Long-term interest rates: 10-year JGBs 0.80%-1.30%
Shares: Nikkei Stock Average ¥8,500-¥11,000

Bonds

- Stable investment focusing mainly on domestic public bonds
- Maximum modified duration (yen-denominated bonds): 4.0
- Restructure toward a ladder-type portfolio
- Investment in highly rated foreign securities

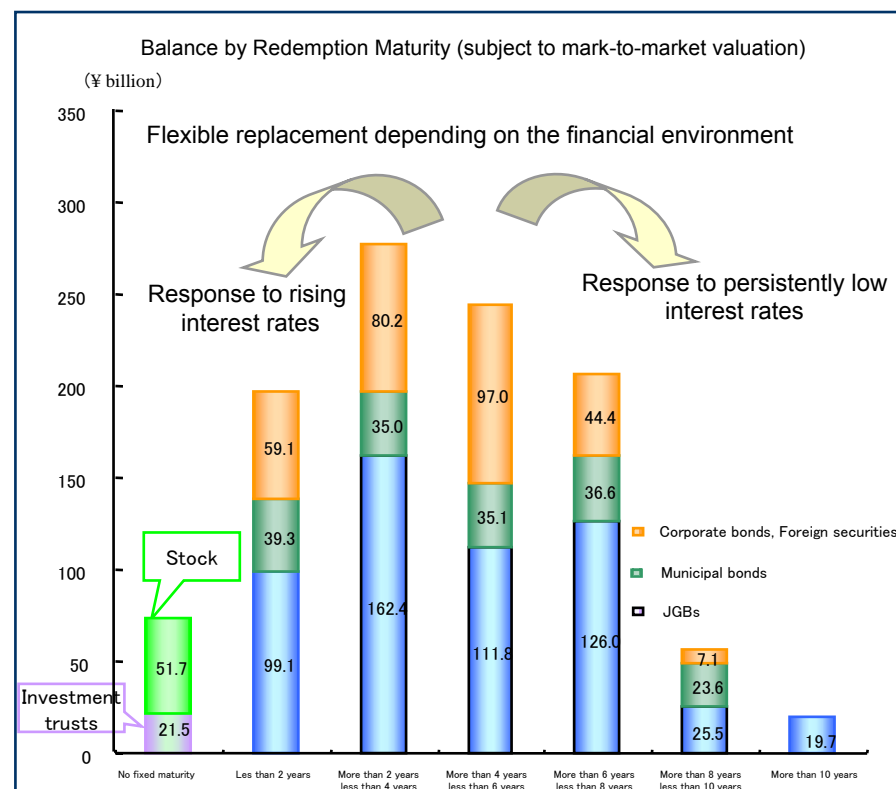
Stocks

- Focus on growth potential and profitability
- Reduce the number of stock names; raise investment yield
- Cutback policy investment share activity

Investment trusts

- Focus on balanced risk / return
- Reallocate funds to generate a higher investment yield
- Review JREIT investments: reinvest

Portfolio Restructure

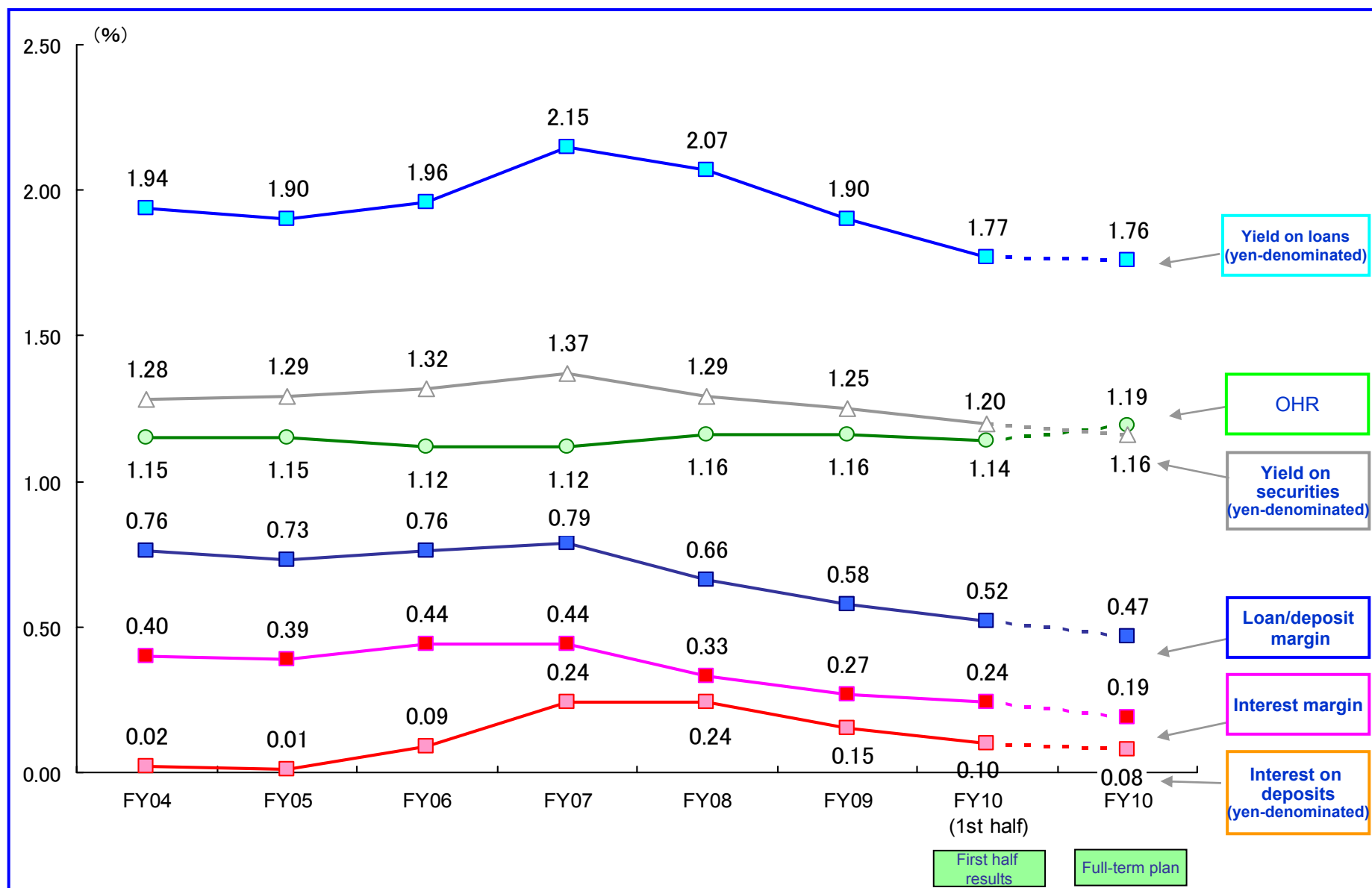


Unrealized Gains by Balance Maturity

(¥ billion)

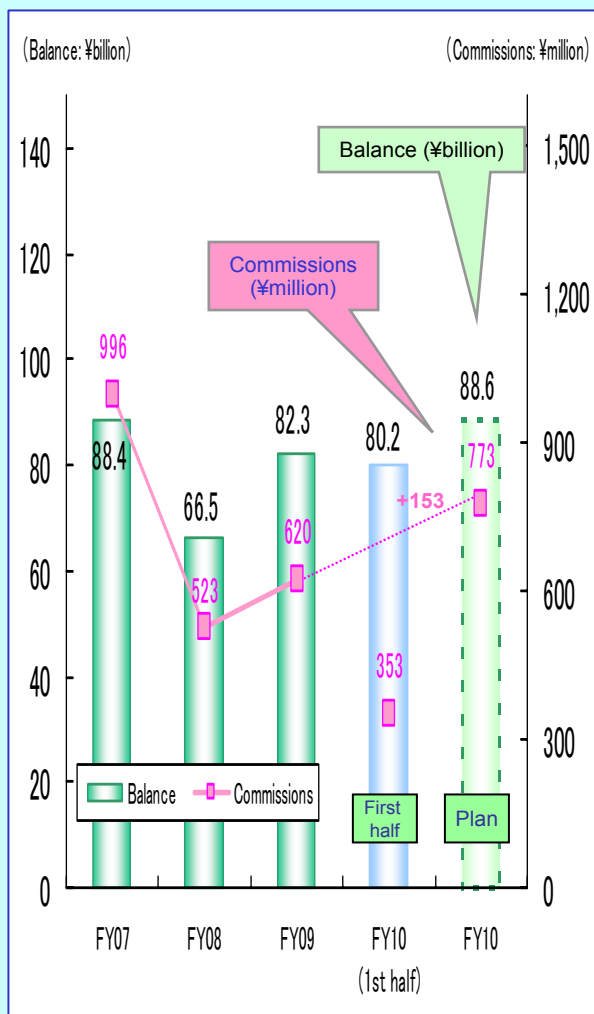
No fixed maturity	Less than 2 years	More than 2 years less than 4 years	More than 4 years less than 6 years	More than 6 years less than 8 years	More than 8 years less than 10 years	More than 10 years
3.5	2.6	7.0	8.2	7.9	2.3	0.0

Yields & Interest Margins (Trends and Forecasts)

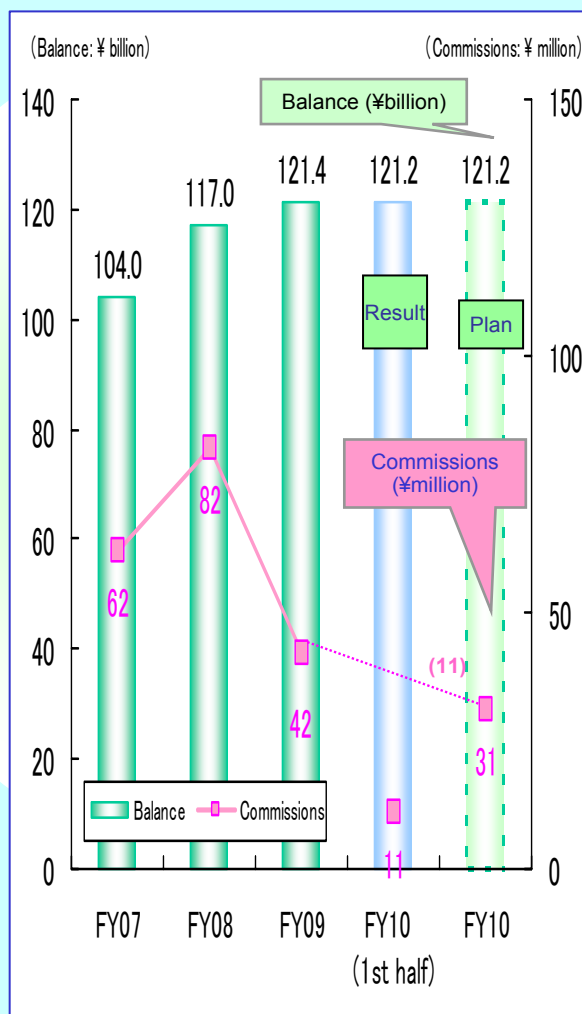


Financial Products Sales Plan

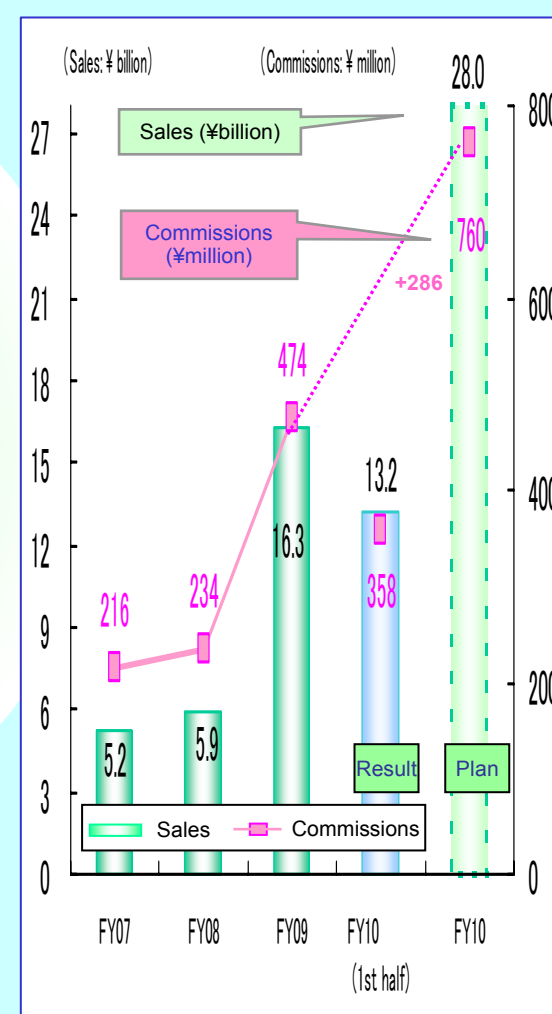
Balance and commissions on investment trusts



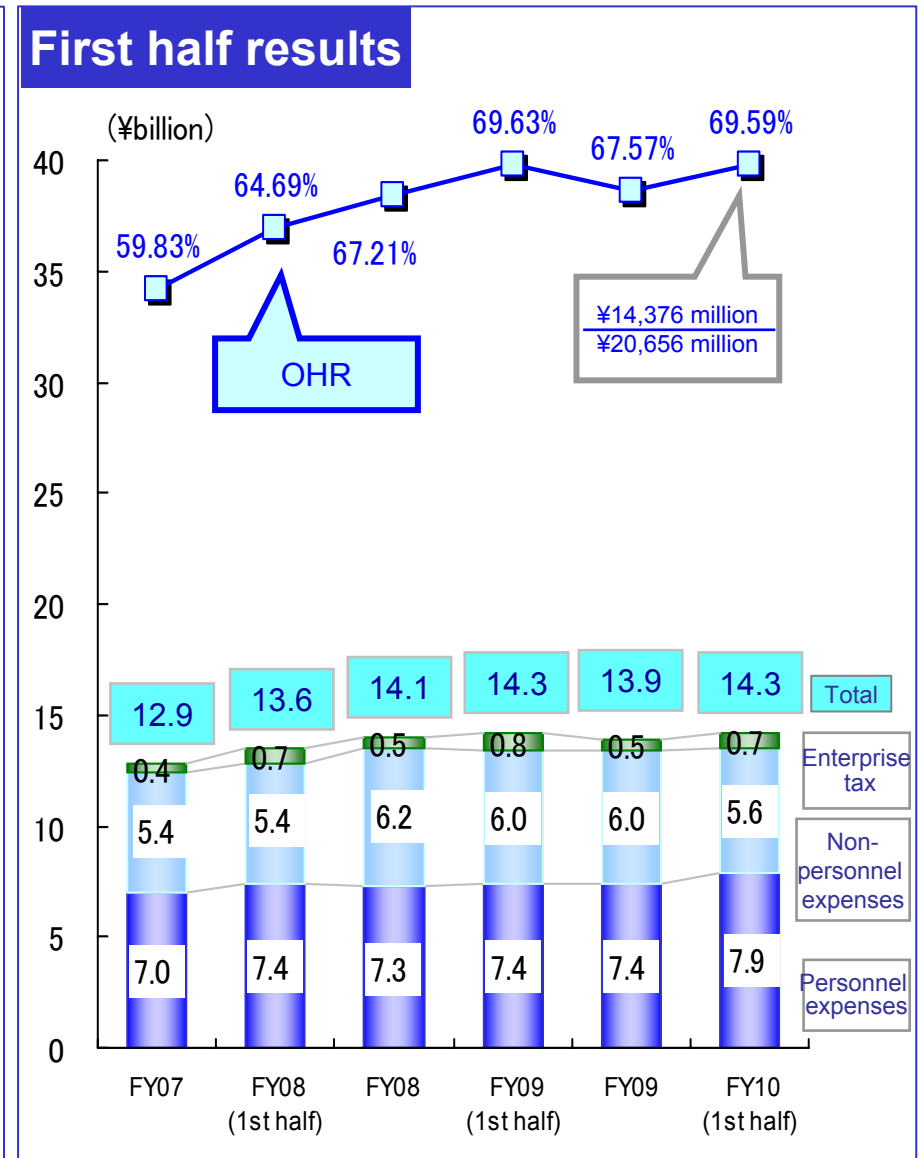
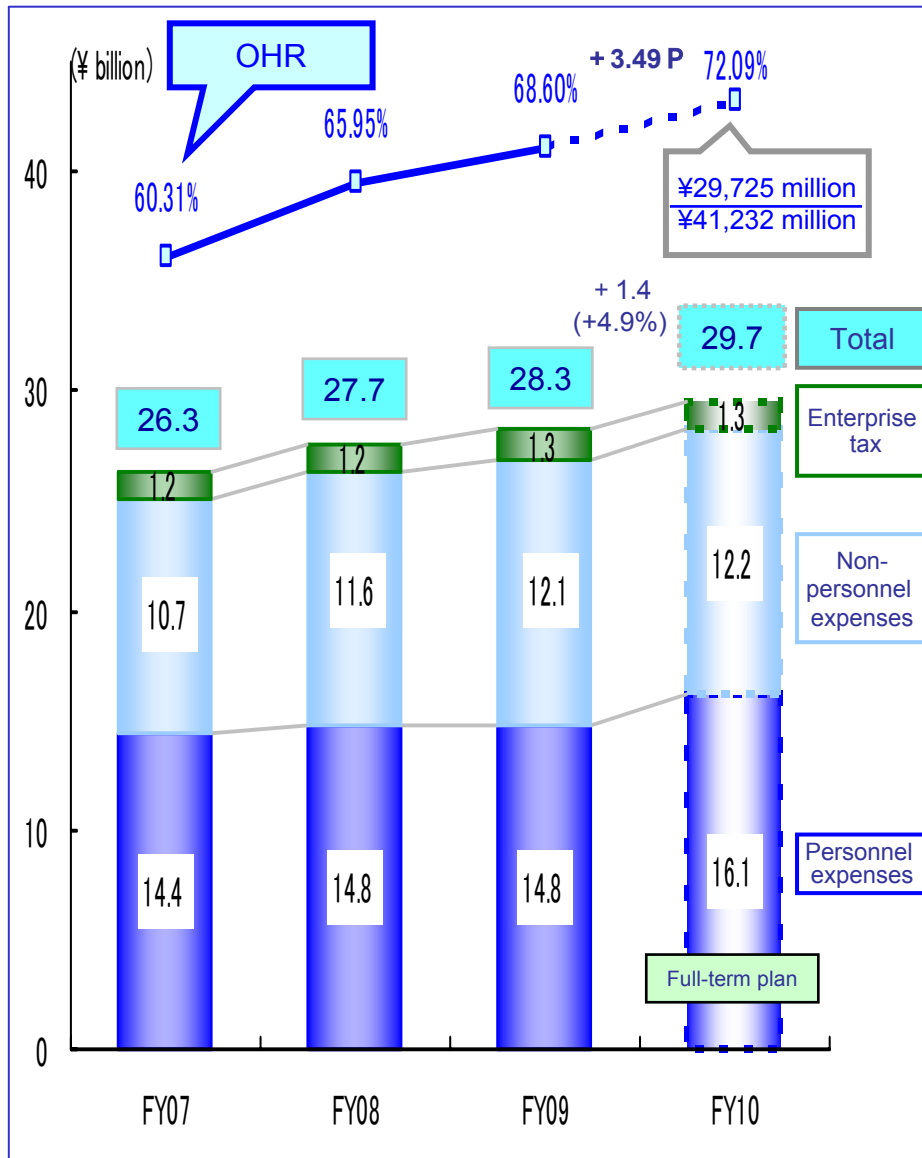
Balance and commissions on JGBs held by individuals



Life insurance sales and commissions



Operating Expenses and OHR (Trends and Forecasts) 山梨中央銀行



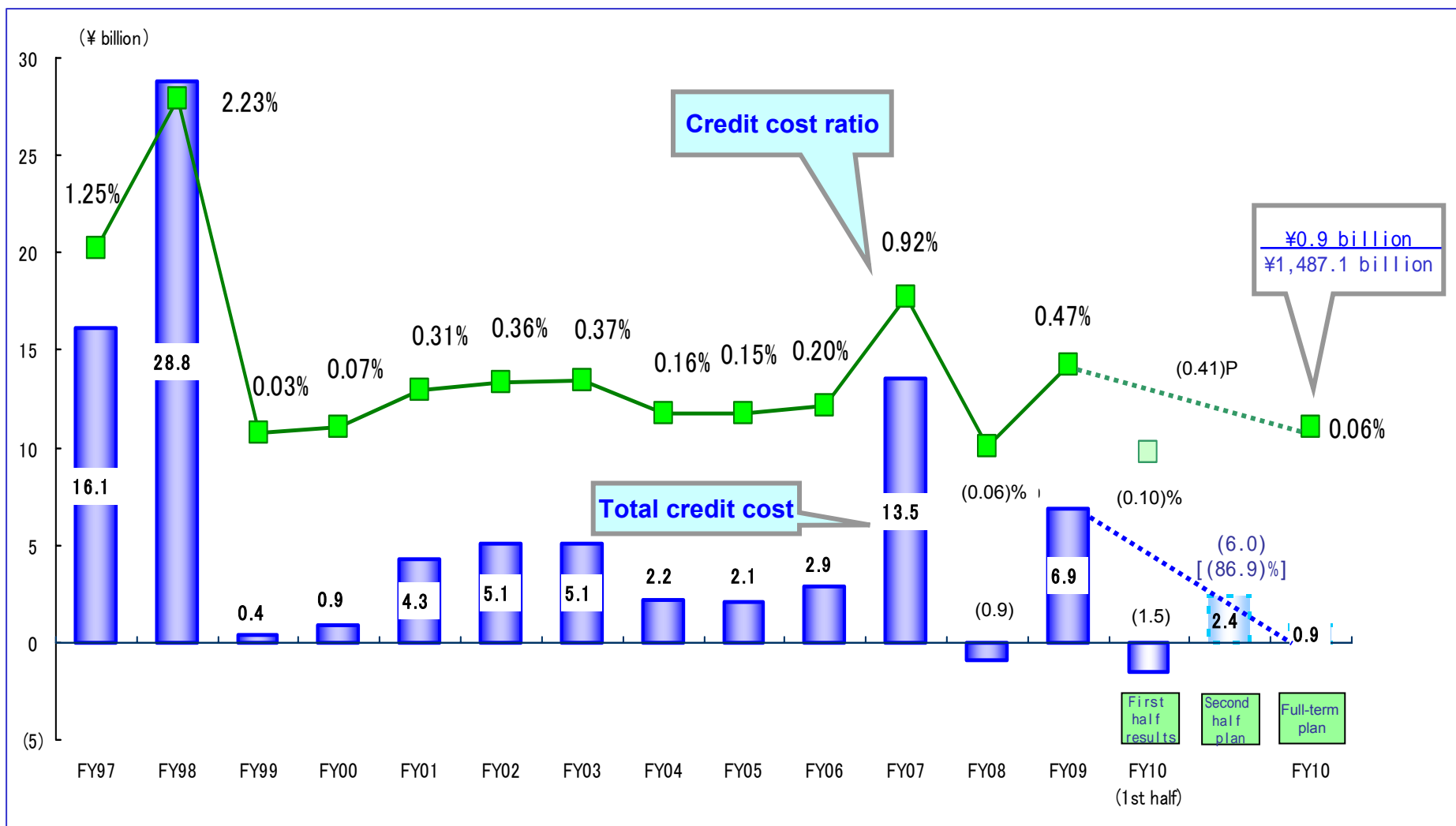
* OHR= Operating expenses / Gross banking profit on core operations

Gross banking profit on core operations = Gross banking profit - Bond transaction profit/loss (primarily JGBs)

Credit Cost (Trends and Forecasts)

Total Credit Cost / Credit Cost Ratio

Credit cost ratio = Total credit cost / Average loan balance
 Total credit cost = General provision to loan loss reserve + Provisions to specific loan loss reserve + Loans written-off + Loss on sale of claims + Others



Return to Shareholders

Basic Dividend Policy

Work toward increasing the level of internal reserves required to maintain sound management while at the same time providing for the stable payment of dividends

Trends in Dividend Payment

	FY06	FY07	FY08	FY09	FY10 (Forecast)
Dividend per share (annual)	¥6.00	¥5.00	¥6.00	¥6.00	¥6.00
Period-end share price	¥802	¥602	¥515	¥411	—
Dividend yield	0.74%	0.83%	1.16%	1.45%	—

The purchase of two million shares of treasury stock (¥800 million) currently in progress

Return to Shareholders

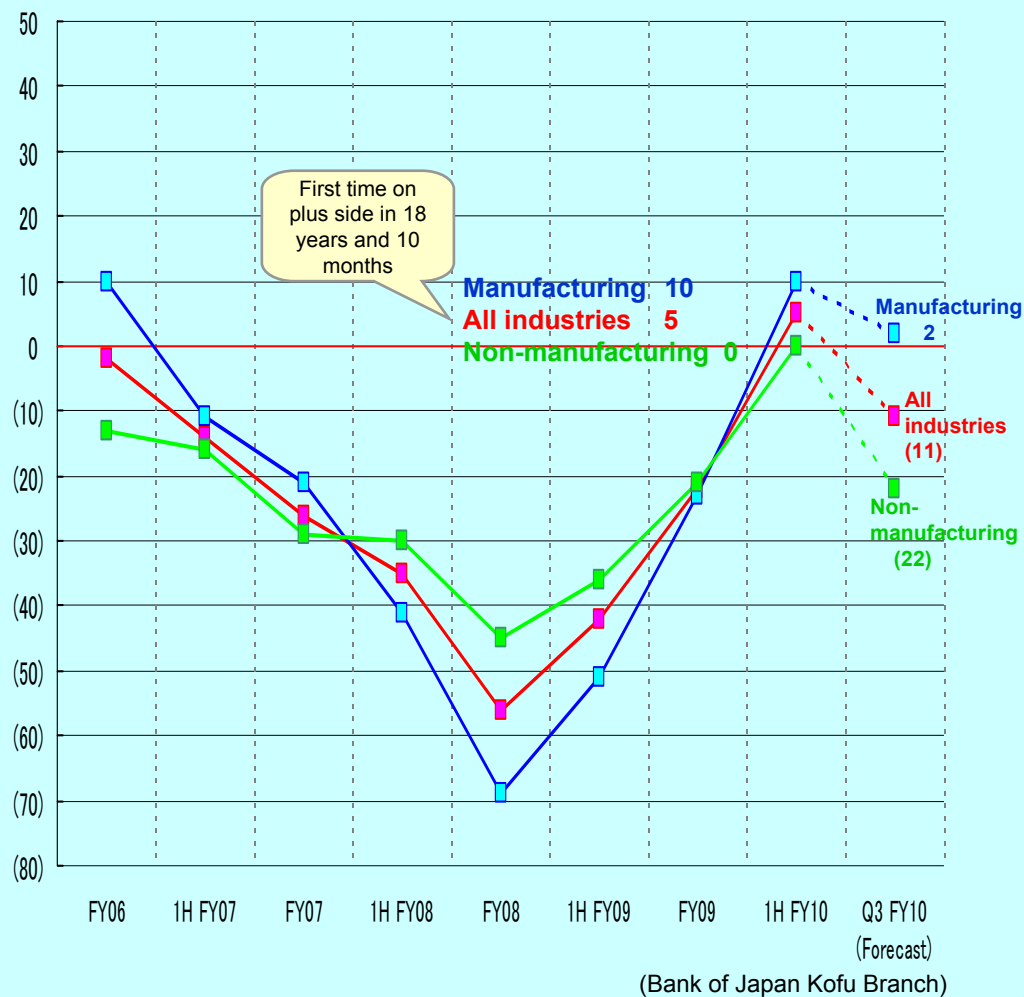
(¥ million)	FY06	FY07	FY08	FY09	FY10 (Forecast)
Annual dividend (1)	1,106	922	1,105	1,104	1,094
Treasury stock acquired (2)	80	50	175	12	1,450
Return to shareholders (3)=(1)+(2)	1,186	972	1,280	1,116	2,544
Net income (4)	7,718	4,678	6,021	2,744	6,500
Dividend payout ratio (1)/(4)x100	14.34%	19.71%	18.37%	40.28%	16.83%
Shareholder return ratio (3)/(4)x100	15.36%	20.77%	21.25%	40.67%	39.13%

Includes ¥638 million acquired on May 27, 2010

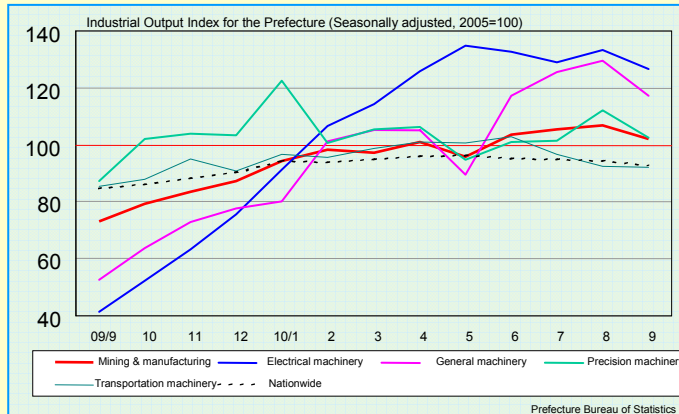
Economic Trends in Yamanashi Prefecture

Business Trends

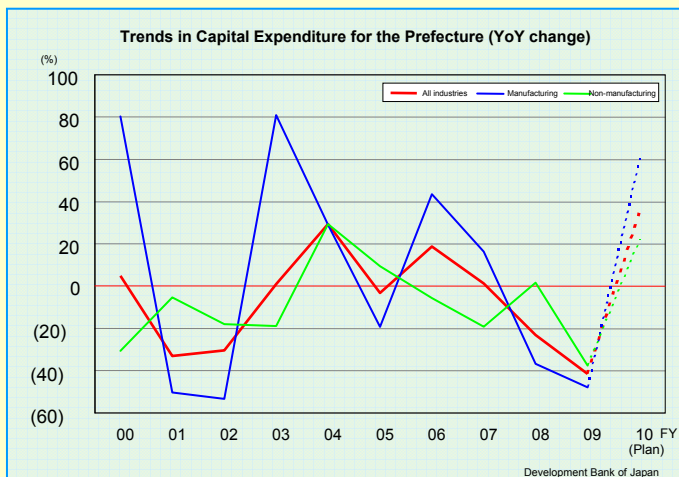
Diffusion Index for Yamanashi Prefecture
(BOJ's Tankan Survey)



Industrial Output Index
for Yamanashi Prefecture



Trends in Capital Expenditure Plans
for Yamanashi Prefecture



Turning Yamanashi into a Clean Energy Developer - a Cutting-Edge Industry

Fuel Cells

“Yamanashi Conference for the Promotion of Widespread Fuel Cell Use”

Participation by 30 groups from within and outside the prefecture, including universities and leading automakers

University of Yamanashi

- World-leading basic research aimed at realizing fuel cell usage
- Project budget of ¥7 billion
- World-class testing equipment
- Started joint development with automakers in Nov.
 - Nissan Motor Co.: Joint catalyst research
 - Honda R&D Co.: Joint research on practical application of fuel cells built from materials developed by University of Yamanashi



Fuel Cell Nanomaterials Center at University of Yamanashi

- Auto Industry Trends besides the above -

- Toyota, Nissan, Honda
Participated in a project to test fuel cell vehicles
- Toyota
Plans to commercialize fuel cell vehicles from around 2015

Solar-Power Generation

Construction of one of the largest solar-power generating facilities in Japan's inland area

- Joint project of Yamanashi Prefecture and Tokyo Electric Power Company
- Begins construction in October 2010
- Begins operation in January 2012
- Max. output: Approx. 10,000kW
- Approx. 12,000,000kW/year

Artist's impression of solar-power-generation system



Photovoltaic (PV) power generation system tests (Hokuto City)

- Commissioned by NEDO (New Energy Development Organization)
- Full-scale operation begins Dec. 2009
- research for expanding use of photovoltaic power generation systems
- Create system with no adverse effect on existing power systems, even when massive amounts of power are generated

Site in Hokuto of experimental research into stabilization of photovoltaic power generation system for large-scale power supply



Photo supplied by Sannichi Printing

Development of mass-production capabilities for thin-film silicon solar cells

- Tokyo Electron and Sharp

Create more new industries and increase machinery industry orders within prefecture

Recent Topics

- Ventforet Kofu promoted to the J. League Division 1 after an absence of four seasons (2007)



Annual economic benefit of ¥1.4 billion

(2005 survey by the Yamanashi Research Institute Foundation)

The Bank acquired naming rights to the team's home ground
Affectionately referred to as **"Yamanashi Chugin Stadium"**

- "Kofu Torimotsu-ni" (stewed chicken offal) wins the Gold Prize in the B-1 Gourmet Grand Prix



Annual economic benefit of ¥2.8 billion

(2010 survey by the Yamanashi Research Institute Foundation)

Efforts to promote further regional branding

- Locally produced wines making great strides

Increasingly recognized at wine concours in Japan and overseas

- Five brands received the highest silver award at the International Wine and Spirit Competition (IWSC) 2010, considered the oldest and most prestigious competition of its kind
- Recognized as both the Japan's leading wine and the most outstanding Koshu wine at the 13th Japan Wine Challenge 2010 (Asia's leading concour)
- Locally produced wines accounted for eight of the 13 gold awards presented at the Japan Wine Competition 2010



The export of Koshu wines to the EU undertaken in earnest

Preparations for High-Speed Transportation Network

Expected Effects: Increase in tourists from Kansai region, growth in orders, increase in residents due to expanded potential commuting range

Maglev Chuo Shinkansen Line

○ Maglev Chuo Shinkansen Line

- Operational launch planned for 2027
- October 20, 2010, Ministry of Land, Infrastructure, Transport and Tourism, Traffic Policy Council, Chuo Shinkansen Subcommittee
- Direct route is most cost effective (virtually decided)
 - ⇒ Summarize in interim report within a year
 - ⇒ Plan to recommend upgraded improvement plan for Minister of Land, Infrastructure and Transportation by spring 2011
 - ⇒ Minister to decide on improvement plan → Overview of train station and railway track location
- Economic impact if maglev station is opened within the prefecture (Yamanashi Prefecture estimate)
 - An increase of ¥14.6 billion in annual production for the prefecture's industrial sector
 - An increase in passenger traffic of 20,000 people per day

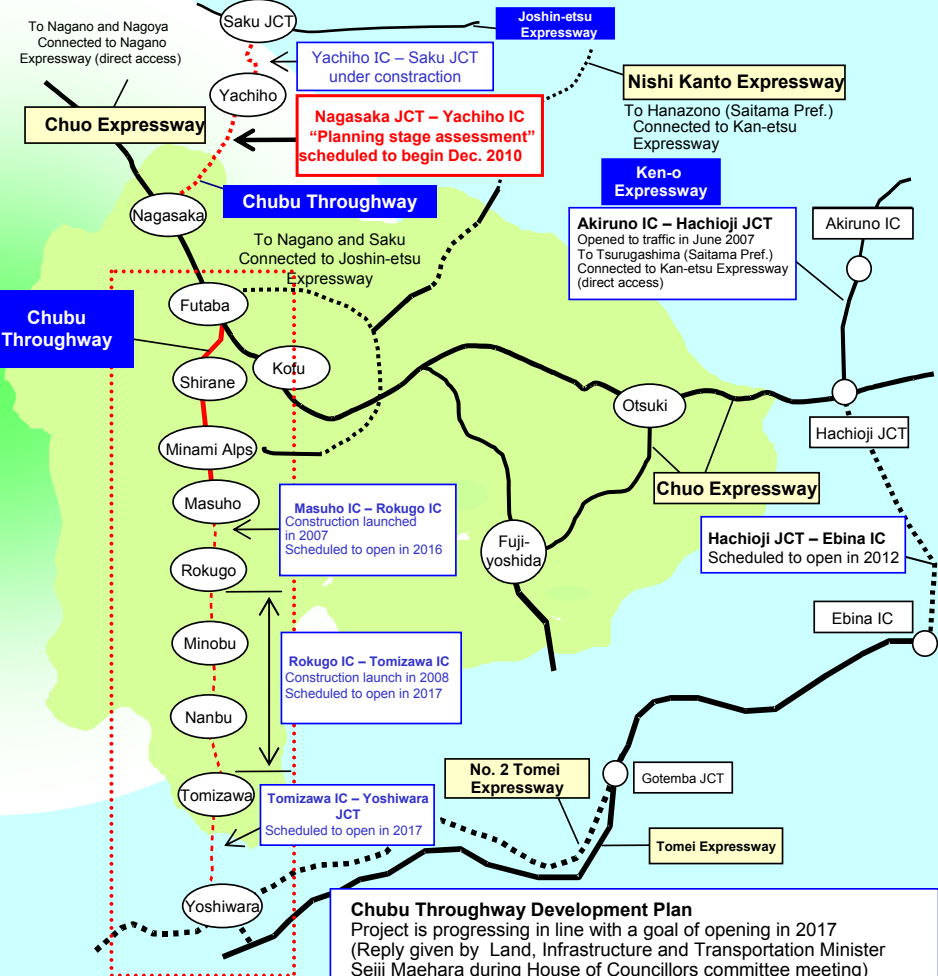
○ Maglev Test Line: Line extension work

- Scheduled for completion in 2013 (Total project cost: Approx. ¥350 billion)

Map of Maglev Chuo Shinkansen Line Route



Chubu Thruway



IV Medium-Term Management Plan (Future Creation Plan 2013)

Medium-Term Management Plan 'Future Creation Plan 2013'



Our Mission: Region-Based Operations and Sound Management

Management Vision

Creating a prosperous future together with the local community through the provision of high-quality financial services

Local communities

A bank that contributes to the continuous development of local communities

Customers

A bank that is trusted and supported by its customers

Shareholders

A bank that is both highly sound and has a low-cost, high-profit structure

Employees

A vibrant bank that is a rewarding place to work

Basic Strategies

Strengthen marketing capabilities

(1) Strategies for encouraging broader service use by individuals

(2) Strategies for encouraging broader service use by corporate customers

(3) Area strategies tailored to local features

(4) Marketing channel strategies

Emphasis on customer satisfaction and solutions

Strengthen the management base

(1) Increase capabilities in fund operations

(2) Reform administrative processes at retail branches

(3) Build a more efficient system for administrative operations

(4) Develop personnel training programs and invigorate the organization as a whole

(5) Expand the internal controls system

Contribute to the local community and the region

(1) Measures to stimulate the local economy

(2) Initiatives for contributing to the local community

(3) Initiatives for environmental protection

- Initiatives for promoting community-based financing
- Initiatives for smoother financing operations

Compliance

Protection of customer information

Code of Conduct: 'Gratitude and Humility' 'Confidence and Pride' 'Honesty and Sincerity' 'Effort and Endeavor' 'Trust and Affection'

Plan Duration

April 2010 - March 2013 (3 years)

Secure foothold in first stage

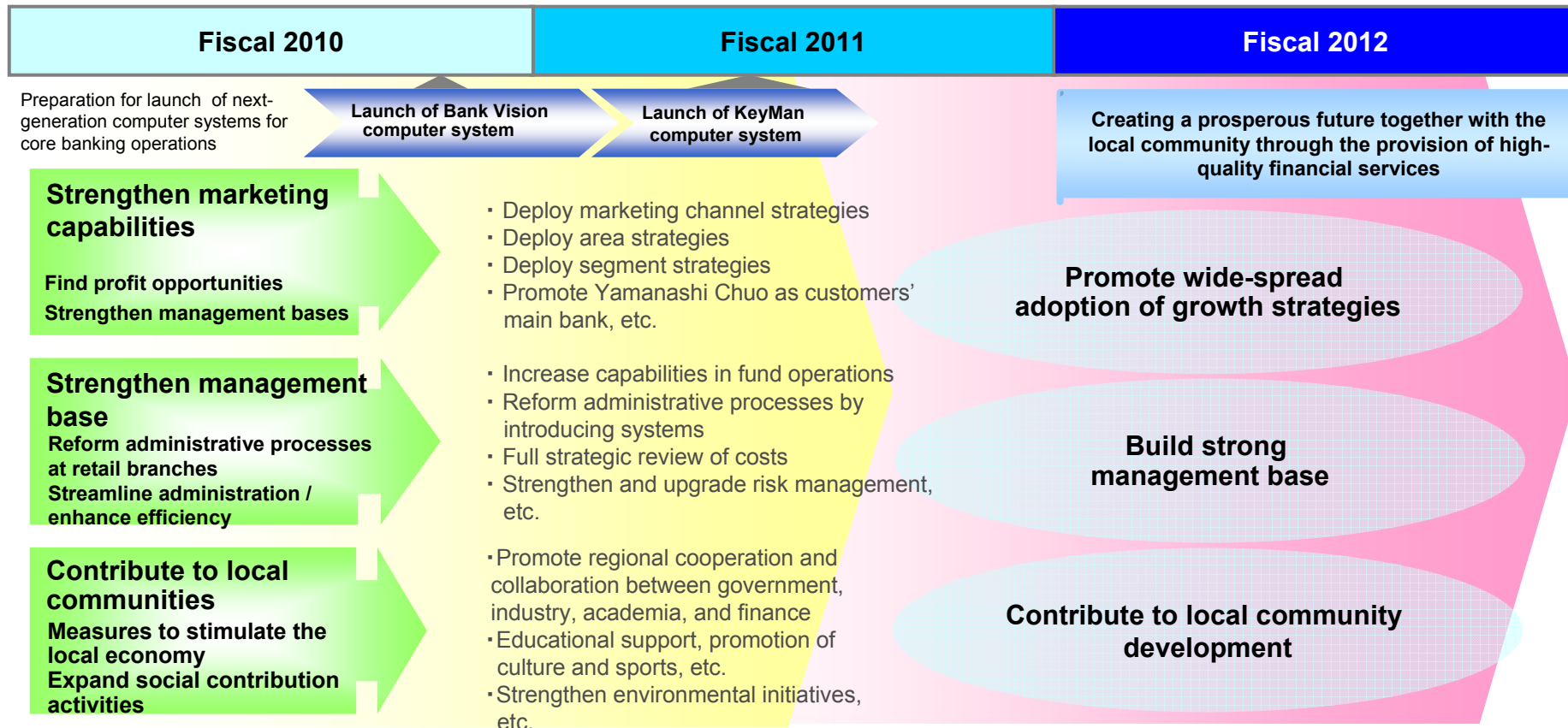
Up-front investment to prepare for action later



Realize huge growth in second stage

‘Kutsu kutsu shin’* (Growth after great patience)

* Kutsu kutsu shin: This phrase was created by the late Go Master Shuko Fujisawa, literally meaning “Endure, endure, grow.”



Quantitative Targets

(¥ billion)

Item	FY09 (Results)	1H FY10 (Results)	FY10 (Full-term plan)	Comparison with FY09	FY12 (Target in final year)
Gross banking profit on core operations	41.2	20.6	41.2	Unchanged	44.0 or above
Net business profit on core operations	12.9	6.2	11.5	Down 1.4	14.5 or above
Average loan balance	1,476.2	1,478.5	1,487.1	Up 10.9	1,570
Average deposit balance	2,425.2	2,498.2	2,482.3	Up 57.1	2,600
OHR	68.60%	69.59%	72.09%	Up 3.49P	67% or under
ROA	0.49%	0.46%	0.42%	Down 0.07P	0.5% or above
ROE	1.88%	7.34%	4.40%	Up 2.52P	3.3% or above
Capital ratio (domestic standard)	15.14%	15.98%	-	-	14% range
NPL ratio	4.21%	3.64%	-	-	3% range

Premise of business environment or formulating
medium-term management plan

- Economy is growing slowly
- Current (at time formulated) interest-rate levels will
continue

* OHR=Operating expenses / Gross banking profit on core operations
ROA=Net business profit on core operations / Total assets (average balance)
ROE=Net Income / Net Assets (average balance)

Rebuild the Sales Promotion System – Outline 山梨中央銀行

● Medium-Term Management Plan Strategy: ‘Strengthen Marketing Capabilities’

Rebuild the Sales Promotion System

Marketing channel strategies

Branch channel strategy

Construct retail branch network that combines customer convenience and management efficiency

Direct channel strategies

Upgrade and expand direct marketing center
Leverage IT

Area strategies

Western Tokyo bloc strategies

Establish new sales base
Review branch functions

Kuninaka area strategies

Increase number of leading companies that select Yamanashi Chuo Bank as their main bank
Promote business efficiency

Gunnai area strategies

Raise market share through investment of management resources
Improve convenience by rebuilding branches, etc.

Segment strategies

Corporate segment strategies

Restructure promotion system by business type
Enhance business solutions

Individual segment strategies

Capture middle aged and senior citizen segment
Stronger marketing of asset management and wealth-building products
Further marketing of personal loans

Rebuild the Marketing Support System

Marketing Channel Strategies (1)

Branch channel strategy

■ Fortify and streamline branch channels

Within Yamanashi Prefecture

- Review bloc and area system and reorganize branches within prefecture
- Expand joint promotion system

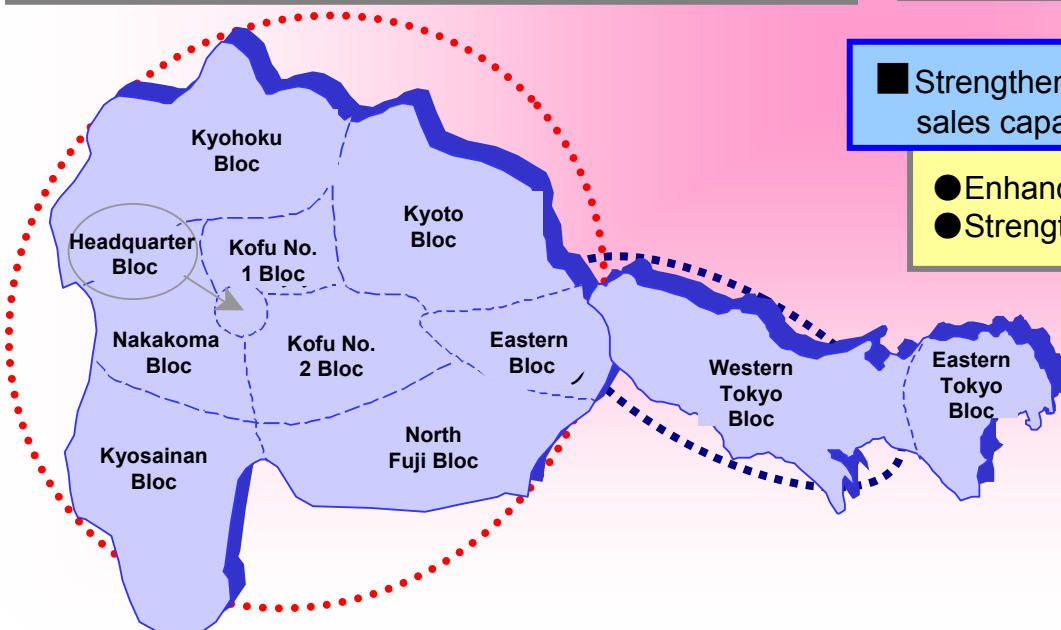
Western Tokyo Area

- Establish new sales bases
- Review functions of existing branches

* Western Tokyo Area: Ogikubo Branch (Suginami-ku) and to the west

■ Strengthen liaison officer and store sales capabilities

- Enhance and improve liaison officer personnel
- Strengthen sales capabilities at branches



Marketing Channel Strategies (2)

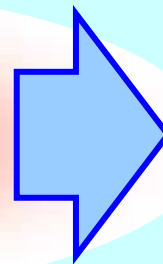
Direct Channel Strategies

■ Expand direct marketing center functions

Follow up on mortgage loan customers

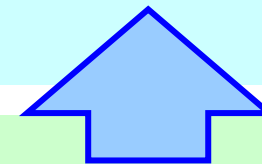
Follow up on financial product customers

Expand seminars for occupational fields



- ★ Improve convenience by expanding points of contact with customers
- ★ Respond to customer problems in a timely and appropriate manner

Supplement sales capabilities with direct marketing



■ Leverage IT

Expand Internet banking

- Prepare investment trusts, time deposits and foreign currency deposits for Internet
- Expand information supply capabilities

Greater use of email

- Capture more of the female customers
- Build mail delivery database

Western Tokyo Area Strategies – Western Tokyo Area's Retail Branch Network



Branches in Tokyo: 15

of which **branches in Western Tokyo Bloc: 13,**

Corporate Sales Offices: 1

Most branches have engaged operations for 30 to 40 years.
They are well established in local communities.

Western Tokyo market data (cities in western part of Tokyo, Nishitama District, Suginami-ku and Sagami-hara City)

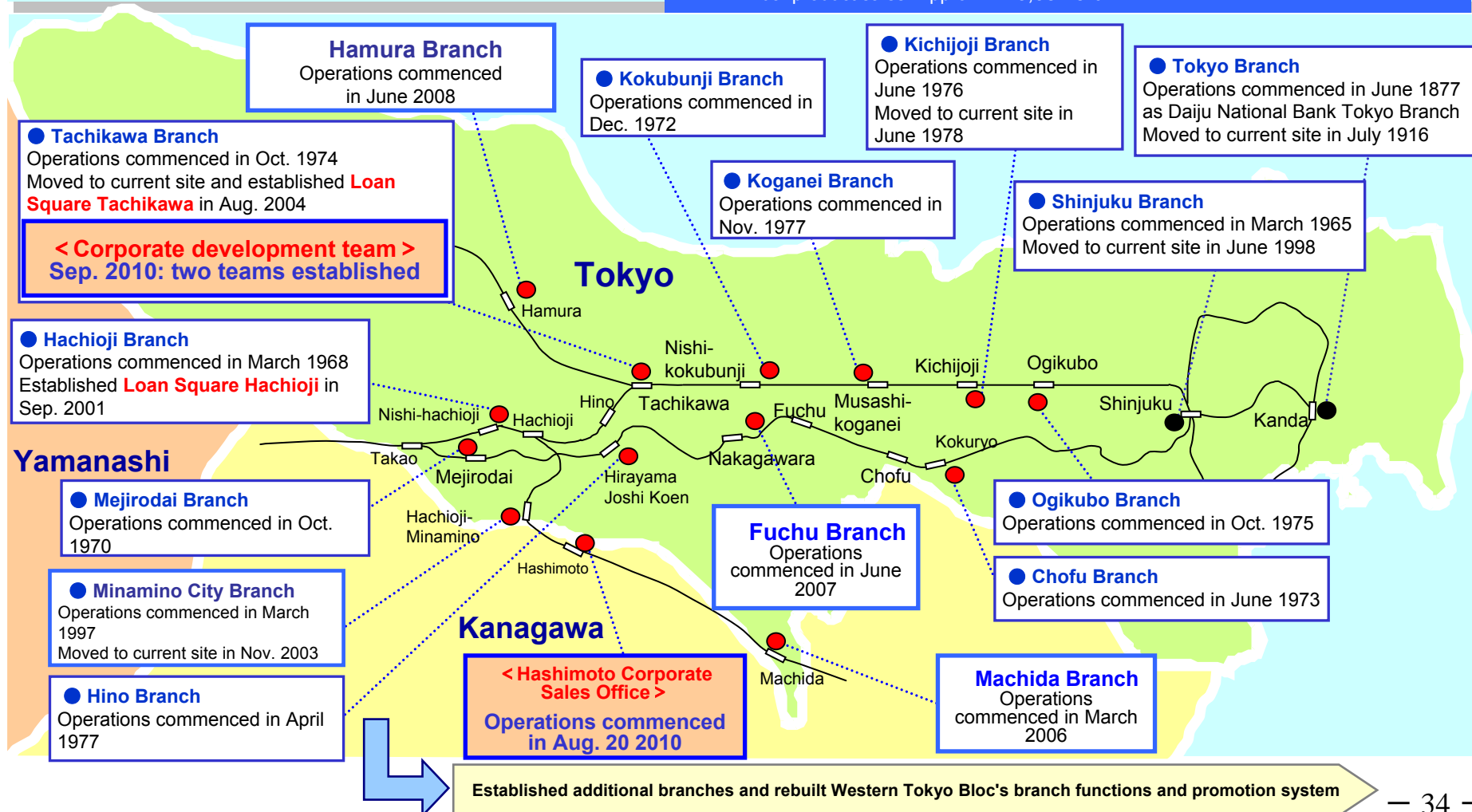
Population: Approx. 5,390,000

Value of manufactured good shipments: Approx. ¥7,223.5 bn

Households: Approx. 2,440,000 Housing starts: Approx. 50,000

Offices, factories and shops: Approx. 171,000

Annual product sales: Approx. ¥ 10,034.5 bn



Western Tokyo Area Strategies

— Rebuild the Role and Promotion System of Retail Branches —

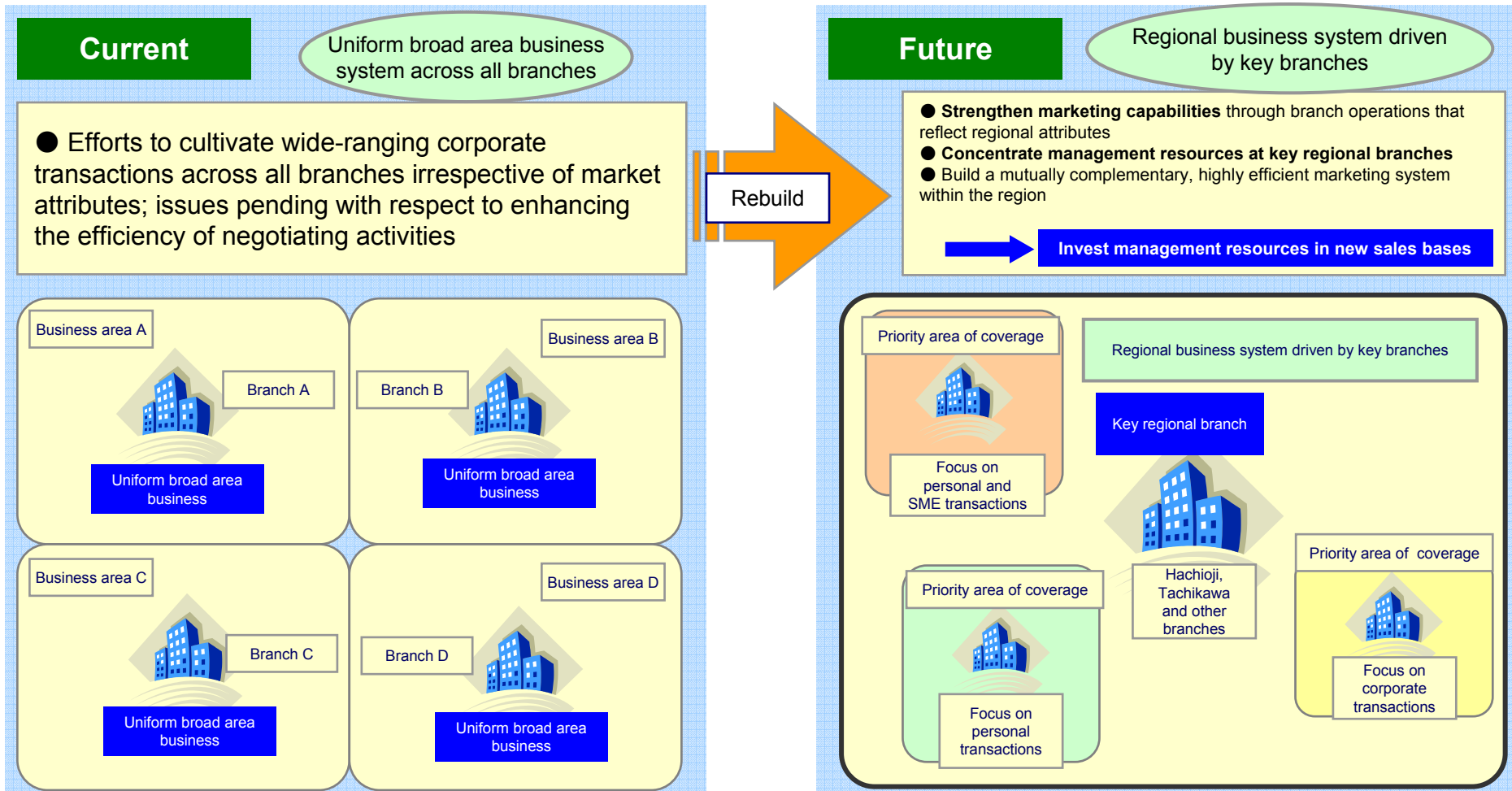


Rebuild the Role and Promotion System of Retail Branches

Reconsider the role of retail branches
in accordance with market attributes

- Efforts to more effectively allocate human resources and form mutually complementary relationships throughout the region
- Consolidate the handling of core borrowers at key regional branches

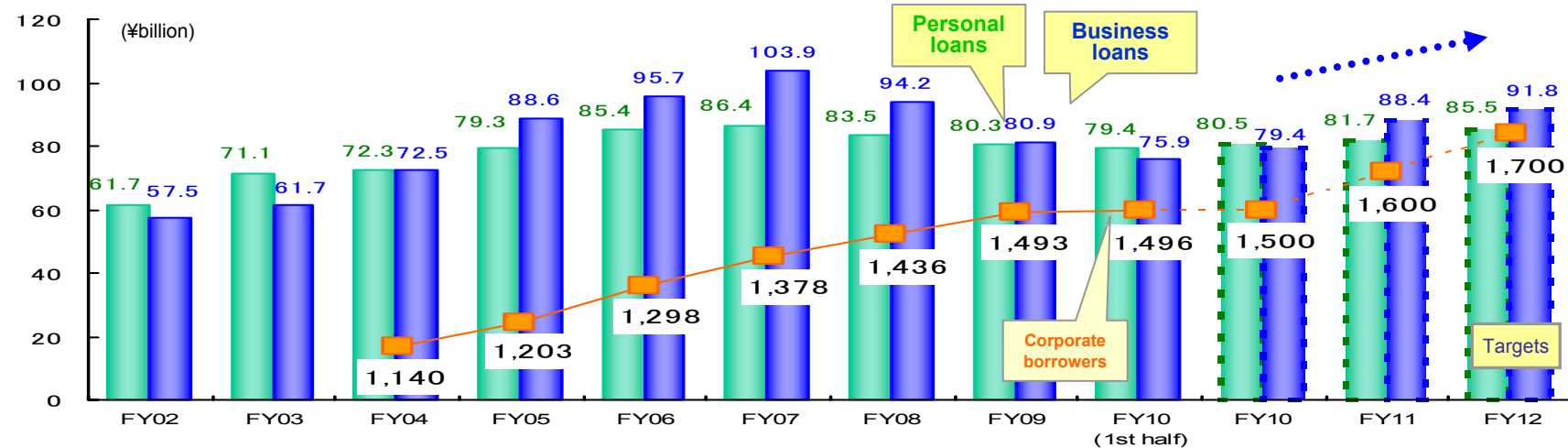
Strengthen marketing capabilities at existing branches and **invest management resources** in new sales bases



Western Tokyo Area Strategies

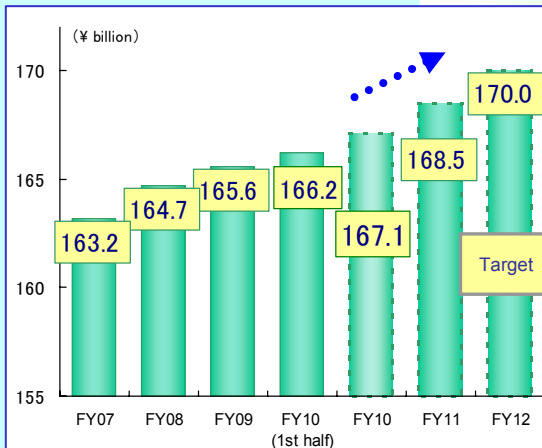
– Western Tokyo Area's Quantitative Targets –

Average loan balance and corporate borrowers

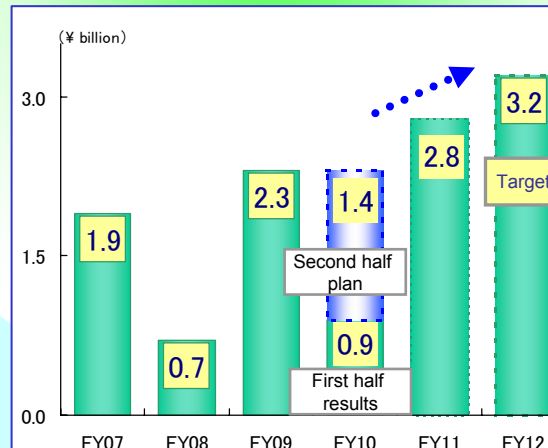


* Business loans do not include public-sector (national or local government borrowing), real estate-related public sector, etc.

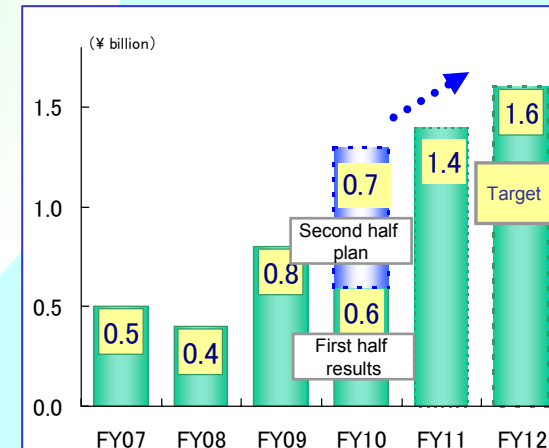
Balance of deposits for individuals (term-end)



Sales for investment trusts

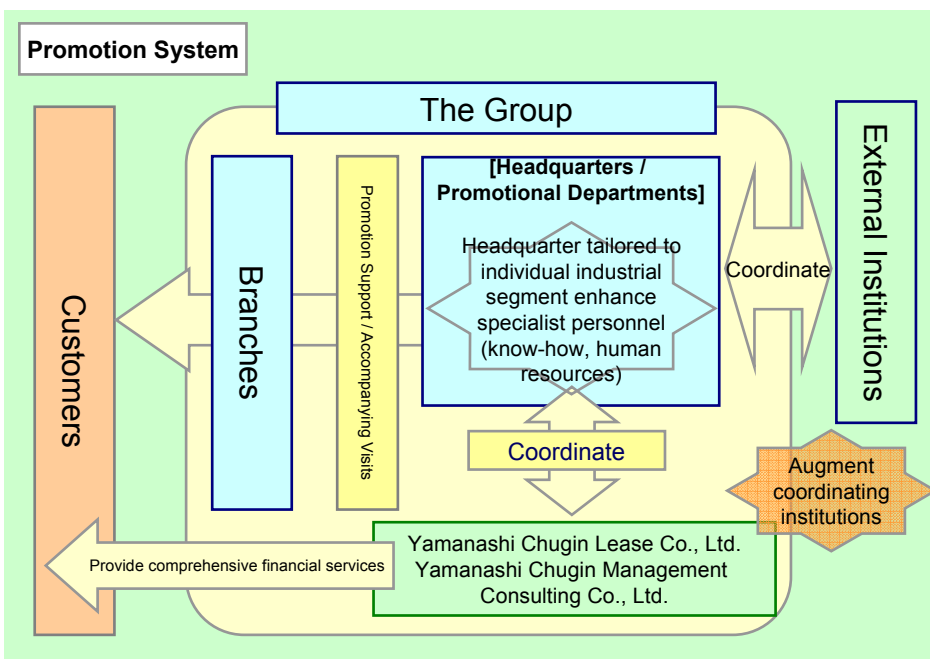
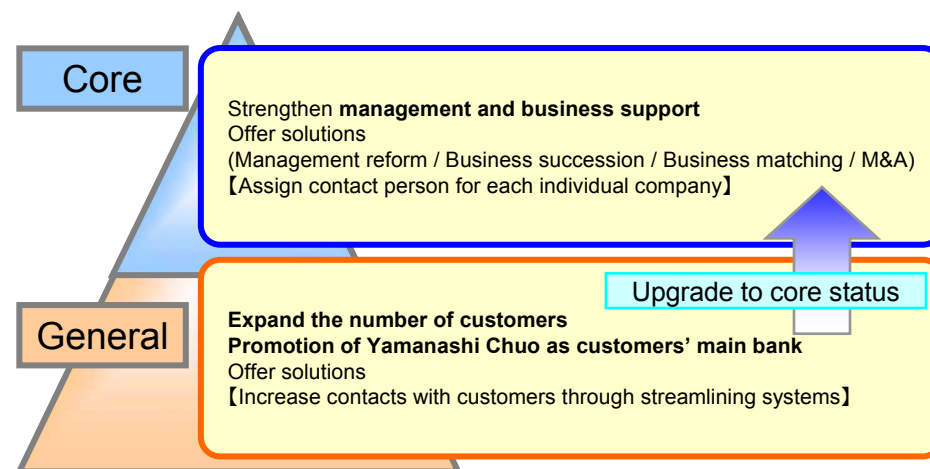


Sales for life insurance products



Segment Strategies (Corporate Banking 1)

[Corporate Banking] Strengthen the Promotion System by Segment



<Medical and Nursing Care>

- Advance of an aging society
→ Increase in demand in the medical and nursing care fields
- Medical and nursing facilities within business blocs
Hospitals: Approx. 340
Clinics: Approx. 3,600
Nursing facilities: Approx. 9,000

- Increase in headquarter specialist personnel
- Outstanding loan balance as of September 2010: ¥30 billion

Target of new loan contracts across all branches: ¥10 billion

<Agriculture>

- **High productivity: Highest production agriculture earnings in Japan per 10a** (Highest production volume for grapes, peaches and plums in Japan)
- Entry into the market by other industries following enforcement of the revised Agricultural Land Act
Number of corporate agricultural producers within the prefecture: 26 in FY01 → 105 in FY09

- Strengthen promotional endeavors through four agricultural management advisors
- Expand business opportunities through meetings to share information on Yamanashi food products with members of the food industry and representatives of municipal and prefectural governments

<Tourism>

- Plentiful sightseeing resources (three national and one quasi-national park)
- Number of tourists to Yamanashi Prefecture
36 million in FY00 → 47 million in FY09
- **Highest rate on increase in the number of foreign visitors staying overnight**
407,000 in FY09 (up 11.0% YoY)

- Increase in the need for accommodation facilities for foreign visitors
⇒ Promote loan transactions targeting sightseeing facilities
- Growth in Yamanashi Chugin DC Card China Union Pay member stores
(Inbound tourism promotion)

<The Environment>

- The "Yamanashi Green New Deal Plan," a large-scale solar photovoltaic power generation facility initiative (TEPCO / NTT FACILITIES)
Fuel cell technology development
(Fuel Cell Nanomaterials Center, University of Yamanashi)

- Establish a loan system for environmentally conscious companies
- Capture funding demand by stimulating needs based on the provision of energy conservation information

Segment Strategies (Corporate Banking 2)

【Corporate Banking】Strengthen the promotion of transactions utilizing business solutions

Help expand opportunities through business matching

- Business matching utilizing internal information network systems
- Yamanashi Food Matching Fair
 - Regional Bank Food Selection
 - Help expand promotional channels through supermarket trade shows

<Approx. 180 loans totaling ¥6.3 billion>
Management support through the matching of over 1,100 items and around 500 instances of coordinating services

Management support using the Bank's management support coordination services

- Industry, academia, government and finance sector collaboration
 - ☆ Technological and other support through collaboration with Yamanashi University
 - ☆ Marketing and other support through collaboration with Yamanashi Gakuin University
- Participation in the SME Support Center business
- Collaboration with the Yamanashi Chugin Management Consulting Co., Ltd.
- Strengthen the consulting function by increasing the number of management support advisors
- Management reform / Business succession

Provide services that match corporate customer needs

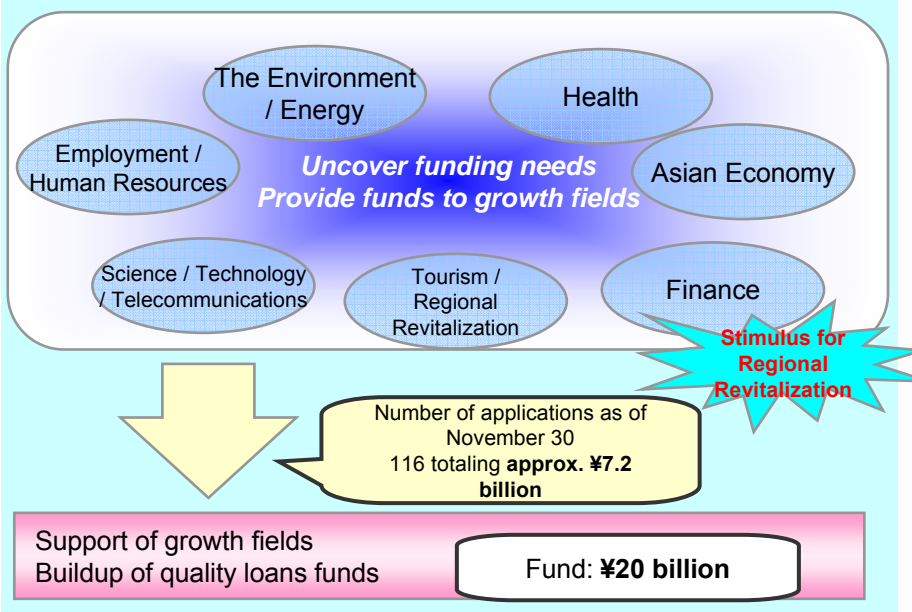
- Expand salary transfer receipt activities
- Promote "Biz Direct"
- Promote online foreign currency transaction services
- Promote 401K services

Strengthen international business promotion systems and Asia initiatives

- Strengthen international business promotion systems by establishing an International Business Office
- Strengthen advisory capabilities for business entry into China through collaboration with external consultants
- Hold seminars for customers seeking to expand transactions with Asian companies
- Support the expansion of sales channels to Asia by holding international trade fairs

• 20 new transactions in the 1st half of FY10
• 45% YoY increase in trading transactions handled

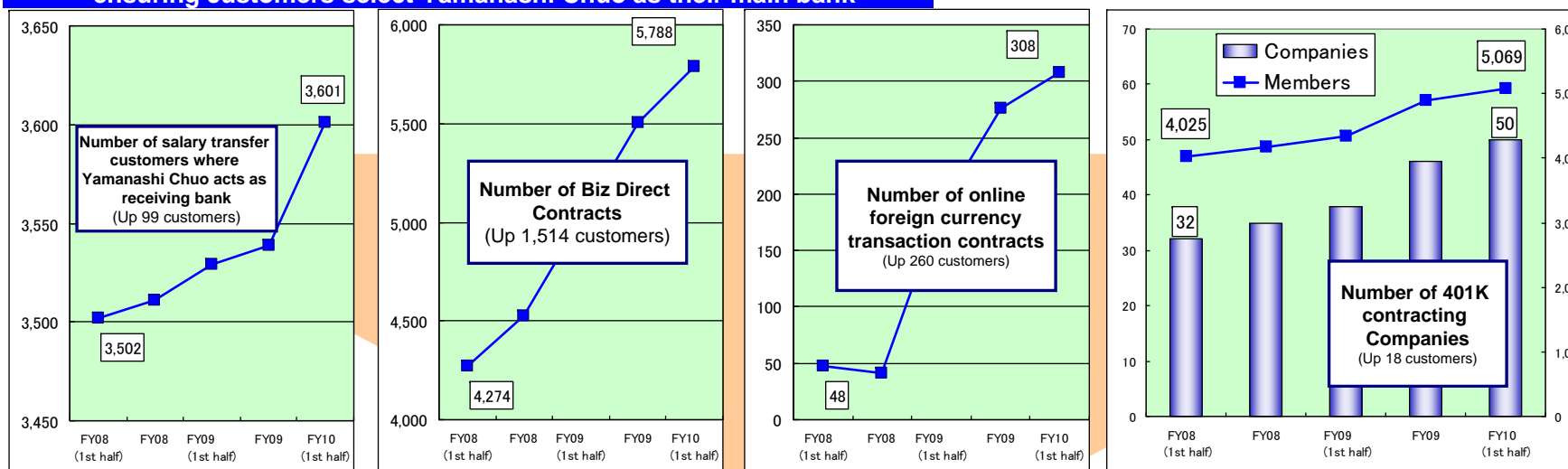
Strengthen activities in growth fields through "Growth Platform Reinforcement" and other funds



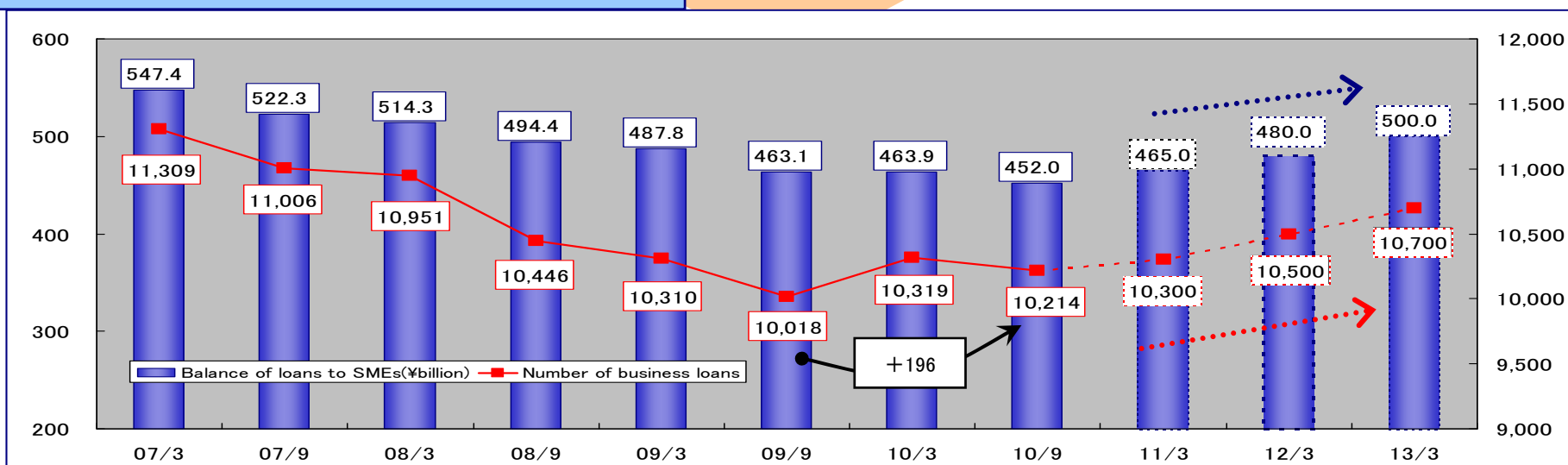
Position Yamanashi Chuo as customers' main bank while contributing to the Bank's earnings

Segment Strategies (Corporate Banking 3)

【Corporate Banking】Promotional items aimed at ensuring customers select Yamanashi Chuo as their main bank

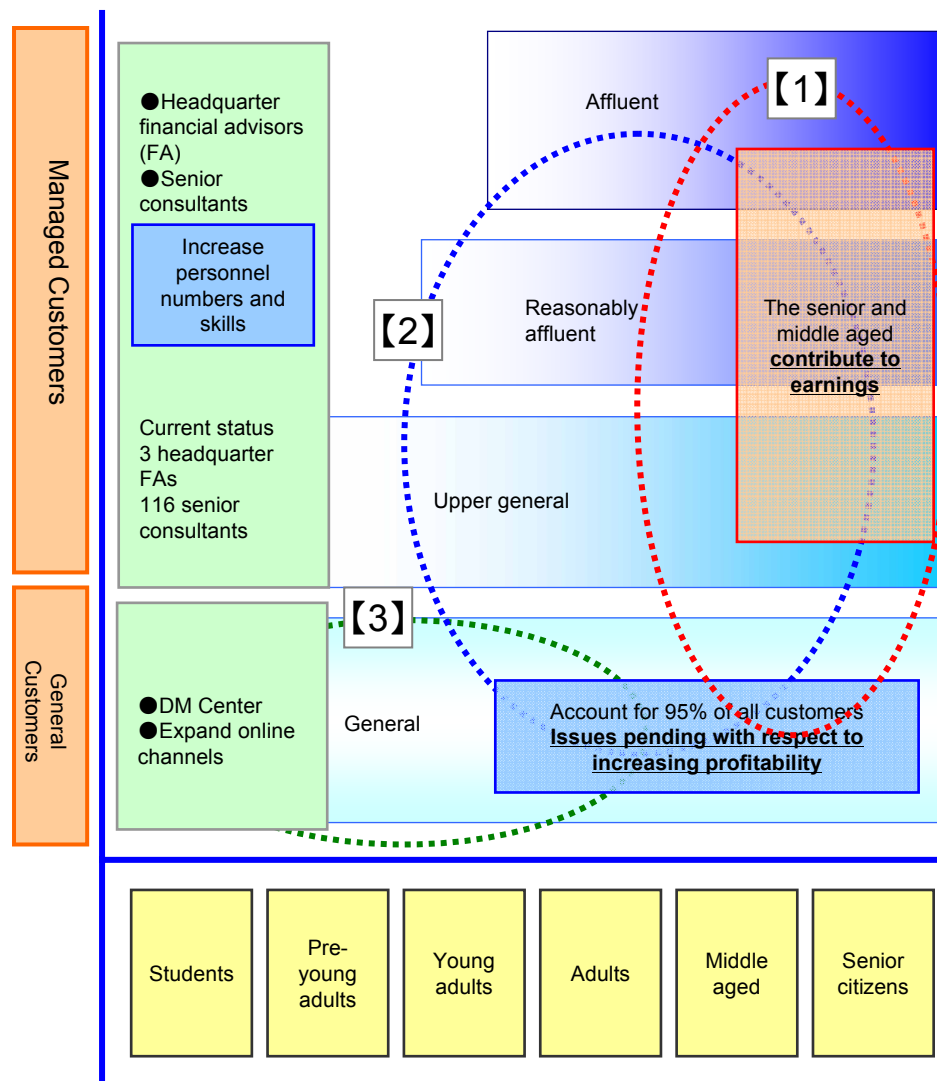


Balance of loans to SMEs / Number of business loans



Segment Strategies (Individual Segment 1)

[Individual Segment] Activities aimed at encouraging broader service use by individuals



[1] Capture more of the senior citizen and middle aged markets

- Strengthen promotion efforts to secure severance payments and pensions
- Expand activities targeting the Omotokai* (Senior community) market
→ Look to bolster points of customer contact

Note: "Omotokai" an organizational structure of customers that engage in the receipt of pension funds at the Bank
85,000 members as of October 31, 2010

[2] Strengthen efforts to expand sales of asset management products

- Initiatives aimed at addressing reinvestment needs of the large-volume maturity and redemption of JP Bank fixed deposits and JGBs held by individual

- Strengthen intermediary business and sales with respect to financial products
Broaden regional coverage / augment human resources

Balance of fixed deposits to mature
(Yamanashi Prefecture)
¥120 billion over the next one to two years

[3] Strengthen efforts to expand sales of wealth-building products

- Expand sales of savings-type products including tuition insurance, investment trusts and fixed-term reserves
- Expand and upgrade direct channels
Enhance the convenience of Internet and ATM banking
(Internet investment trusts, fixed deposits and additional ATM foreign currency deposit functions)

Segment Strategies (Individual Segment 2)

● 【Individual Segment】 Activities aimed at encouraging broader service use by individuals

Further marketing of personal loans

● Strategic setting of interest rates for Mortgage Loan Interest Rate Plan

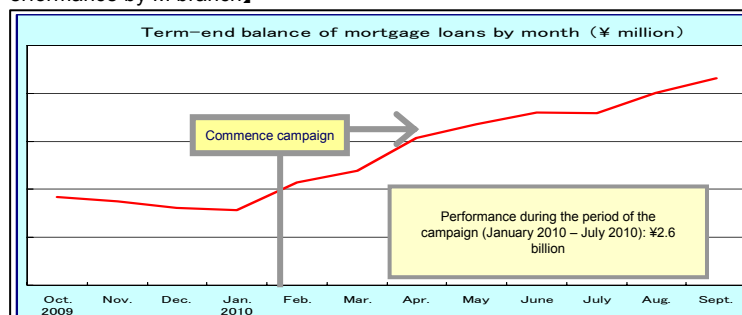
- Strengthen quality item activities through the strategic setting of interest rates

● Use of Loan Squares

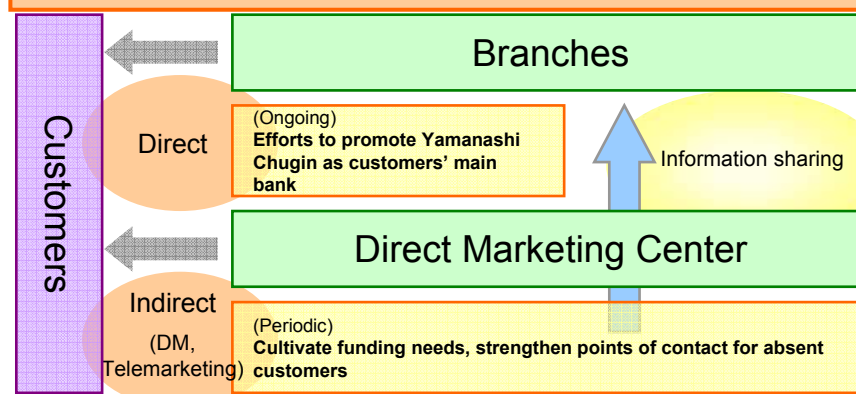
- Hold mortgage loan information meetings at housing fairs
- Upgrade and expand consulting systems for weekend and holiday sales and marketing
- Generate sales and marketing opportunities through the introduction of new screening systems

● Enforce promotion of refinance opportunities by narrowing target markets to specific regions and occupational fields

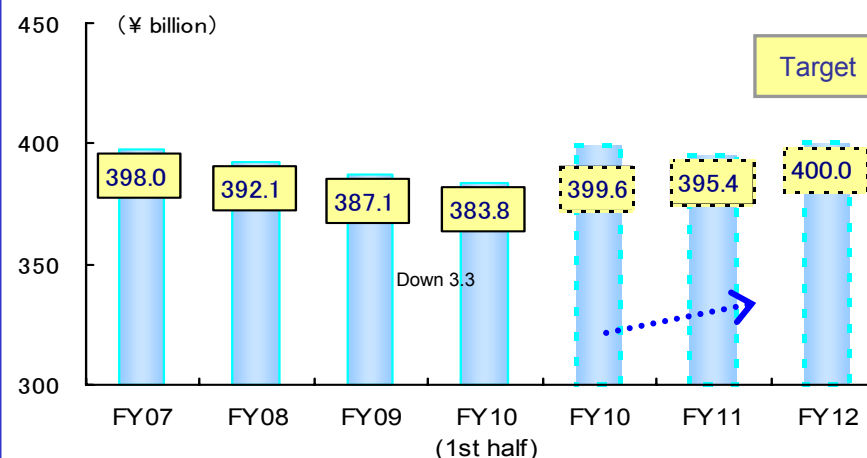
- Channel personnel to specific target markets narrowing efforts to specific regions and occupational fields
 - Strategically set interest rates limiting efforts to specific funds
 - Hold occupational mortgage loan seminars
- 【Performance by M branch】



● Strengthen follow-up efforts to mortgage loan customers

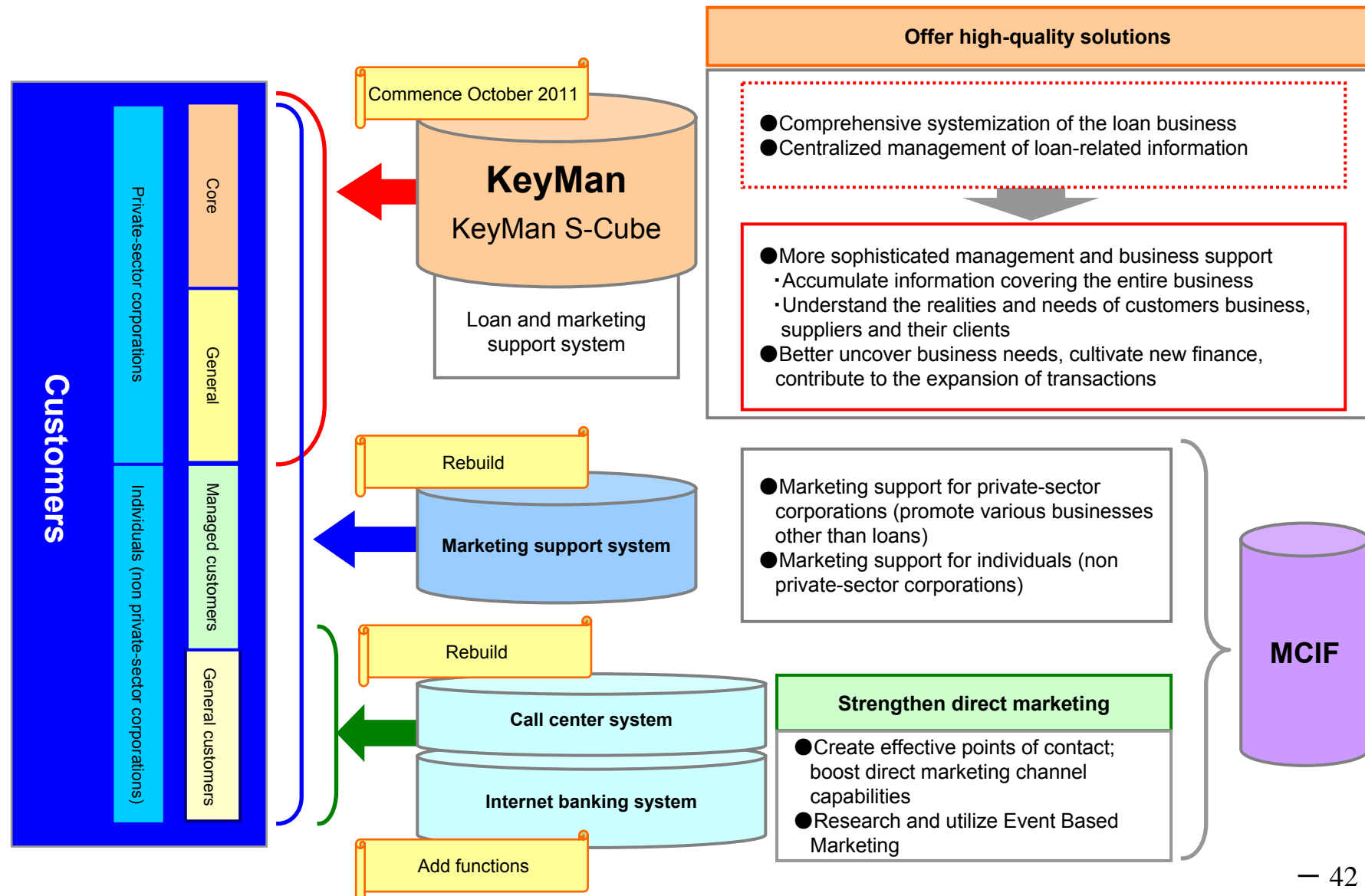


● Balance of loans to individuals (term-end)



Rebuild the Marketing Support System

Strengthen marketing capabilities by rebuilding marketing support systems



Thank you for coming to our analyst meeting. If you have any further questions, please don't hesitate to make inquiries at the following address.

Inquiries:
Corporate Communications CSR Office
Corporate Planning Division
The Yamanashi Chuo Bank, Ltd.
Tel: +81-55-233-2111
E-mail: kouho@yamanashibank.co.jp
URL: <http://www.yamanashibank.co.jp/>

The reader is advised that these materials contain forward-looking statements. These statements do not constitute guarantees of future business performance, and they involve various risks and unforeseeable future circumstances. The Bank's future business performance may be affected by changes in the business environment that are beyond the prediction or control of the Bank, and actual results may therefore differ substantially from the figures contained in the said forward-looking statements.