



March 30, 2010

Company Name: Cedyna Financial Corporation.  
Representative: Hiromichi Funahashi,  
President & Representative Director  
(Code No. 8258, TSE & NSE 1st Section)  
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General Manager,  
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## Notification of change of representative directors

Cedyna Financial Corporation ("Cedyna") would like to announce that the board meeting held today was resolved to appoint the representative director candidates.

The candidates are to be formally appointed at the first board meeting following the 84<sup>th</sup> general shareholders meeting, which is scheduled to be held on June 23, 2010.

### 1. Details of change

Post to be appointed	Current post	Name
Chairman and director	Chairman and representative director	Tatsuo Tsuchikawa
Deputy chairman and director	President and representative director	Hiromichi Funahashi
Director	Representative director	Shimpei Nihei
Senior executive vice president	Senior executive vice president	
President and representative director	Sumitomo Mitsui Card Co., Ltd. Representative director Deputy president (Executive officer)	Hajime Yamashita

### 2. Reasons for the changes

As one year has passed after our merger, we believe that our structural reforms have been almost on the track. In order to rapidly respond to radical changes likely to emerge in the future business environment, however, we have to further strengthen the alliance with the SMFG group and to renew our management execution system. Our chairman and vice chairman are required to support a new business execution system while assuming responsibilities for the necessary outside activities including those related to the industry groups.

### 3. The date to be appointed:

June 23, 2010

(Prior to this date, Hajime Yamashita will be appointed as an Advisor of Cedyna on May 1, 2010.)

#### 4. Name of new president and profile

Name: Hajime Yamashita

Date of birth: June 16, 1950

Profile: April 1974 Entered Sumitomo Mitsui Banking Corporation (SMBC)  
April 2003 Appointed Executive Officer of SMBC  
June 2005 Appointed Managing Director (Executive Officer) of SMBC  
June 2007 Appointed Senior Managing Directors (Executive Officers) of  
Sumitomo Mitsui Card Co., Ltd. (SMCC)  
June 2008 Appointed Representative Director,  
Deputy President Executive Officer of SMCC (to the present)

Number of shares held: None

End