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**Announcement Regarding Celebration of the 50th Anniversary of ORIX,
Creation of Story Page on ORIX Group Website, and Holding of Commemorative Campaigns**

TOKYO, Japan — February 3, 2014 — ORIX Corporation (TSE: 8591; NYSE: IX) will mark its 50th Anniversary on April 17 this year.

ORIX was established in 1964, the year of the Tokyo Olympics, by 13 company employees on a resolute and passionate mission to popularize leasing, a new method of finance in Japan. With the support of many people, including customers, shareholders and regional communities, ORIX has been able to grow into a corporate group operating financial services businesses globally. At present, it has approximately 20,000 employees with locations in 35 countries and regions across the world. From its start as a leasing business, ORIX has advanced into neighboring fields and its reach now extends to lending, investment, life insurance, banking, asset management, automobile-related, real estate and environment and energy related fields. ORIX has taken the opportunity of its 50th Anniversary to renew the ORIX Group website with the aim of further deepening everyone's understanding of the company. Furthermore, the ORIX Group companies will hold various commemorative campaigns in the spirit of showing their gratitude to everyone upon reaching this milestone.

50th Anniversary Commemorative Logo

The following logo will be used on the ORIX Group companies' websites, as well as for advertising media and other channels.



ORIX Group Website Renewal

1. Launch of ORIX Story Page

ORIX's diversified businesses have all started out from "finance."

The all-new "ORIX Story Page" will introduce the ORIX Group's core values through a 3-part story that looks back at the birth of ORIX, and will include memorable episodes from the life of the late Honorary Chairman Tsuneo Inui, ORIX's founder, along with photographs from those years. Furthermore, the "Business Story Page" will introduce the background behind some of the unique businesses and services that embody the essence of ORIX, including our thoughts about these businesses and services, the reasons why we embraced the challenges of developing these fields and the events leading up to the launching of these businesses.

Starting today, ORIX will release six stories, while posting new stories in due course. English-language versions of these webpages are also planned for launch on March 31, 2014.

■ORIX Story: Looking Back at ORIX's Founding Years

Part 1 “Welcome: ‘Orient Sauce Co., Ltd.’ and Party”

–Starting with an Explanation of Leases–

Part 2 “Standing on Our Own Two Feet”

–ORIX's DNA and the Management Philosophy of the Late Honorary Chairman Tsuneo Inui–

Part 3 “Taking Up the Next New Challenge... And the Next... And Beyond”

–ORIX's DNA and the Management Philosophy of the Late Honorary Chairman Tsuneo Inui–

■Business Story

“Tea at the Aquarium”

–Sumida Aquarium, Operated by ORIX–

“We Offer Technology for Rent Too”

–Japan's First Electronic Precision Measuring Equipment Rental Company, ORIX Rentec Corporation–

“A Waste Processing Facility That Produces Resources”

–ORIX Environmental Resources Management's Yorii Plant, Making 100% Recycling Possible–

(Home screen for Story Page) <http://www.orix.co.jp/grp/story/>

ORIX ほかにはないアンサーを。50th

English 中文 サイトマップ お問い合わせセンター

オリックスグループ

ホーム 事業・サービス紹介 企業情報 投資家情報 環境・社会貢献活動 ニュースリリース 採用情報

ホーム > オリックスストーリー 文字サイズ 小 中 大

すべてののはじまりは金融から
ビジネスを創造して進化するオリックス

世界で活躍する企業に問われているのは、
ビジネス創造力だと思ふ。

オリックスとはどんな会社でしょうか?
リース会社? レンタカー会社? プロ野球球団?

確かに私たちのビジネスは、一言で言い表していくというのは簡単です。
しかしそれは当然のことです。
なぜなら、私たちはあえてカテゴリーを決めているわけではなく、
常に変化する世の中のニーズに応えるためにビジネスをつくり出しているから
です。

リースから始まり、銀行、保険、不動産などへと展開。
今では水処理、介護施設、発電所などの運営にまで携わるようになりました。
事業エリアは国内に限らず、すでに世界で30カ国以上、約2万人が働く企業体へ
と成長しました。
もちろん今後も、世の中の変化とともにそのビジネスも進化させていきます。

オリックスの強みは、
このようなビジネス展開で培った金融の深い知識と、資産や事業を評価するノウハウや経験。
そして、社会が必要とすることをいち早く察知し、
仮成案にとらわれない柔軟な発想によって、価値あるサービスを
生み出すビジネス創造力です。
多角化を図りながらも自らのアイデンティティを見失うことなく、
オリックスが半世紀にわたり多くのお客さまに支持されてきた理由は、ここに
あります。

いままでも、これからも。
私たちオリックスは、
金融のノウハウとビジネス創造力で「ほかにはないアンサー」
をご提供する企業であり続けたいと考えています。

経営「オリエンタルリース」第一行帳
オリックス創立50周年 親王を振り返る1

自分の足で立つ
オリックス創立50周年 親王を振り返る2

新しいことに挑戦 親へ問へ
オリックス創立50周年 親王を振り返る3

水族館でお茶しよう。
すみだ水族館

技術もレンタルします。
オリックス・レンタック

資源を生むごみ処理施設?
オリックス資源管理

2. Launch of the 50th Anniversary Commemorative page

The 50th Anniversary Commemorative page presents the aforementioned story looking back at ORIX's founding years, as well as a list of the 50th Anniversary Commemorative Campaigns that will be implemented by ORIX Group companies.



50th Founding Anniversary Commemorative Campaigns

The ORIX Group companies intend to hold commemorative campaigns, as follows.

The details will be made known on the websites of each ORIX Group company before each campaign starts, as well as through other channels.

Implementation period	Company name	Name of campaign/initiative	Special benefits, etc.
February 3, 2014 (today) – March 31, 2014	ORIX Bank Corporation	Special Time-Deposit Interest Rate Campaign	Special interest rates will be offered to individual customers opening a time deposit during the campaign period (Deposit Period: 1 year, 2 years, 3 years, 5 years)
February 15, 2014 – March 9, 2014	ORIX Auto Corporation	Certified Used Car Clearance Sale	Specially selected vehicles priced at ¥500,000 will be made available at all ORIX U-Car stores. Special benefits will be provided to all customers who sign a lease agreement for a used car during the campaign period. Gifts will be awarded to the first 50 visitors to each store.

March 18, 2014 – April 17, 2014	ORIX Aquarium Corporation	Old town vs Old Capital Which area would you like to visit in a hand-pulled rickshaw?	Sumida Aquarium and Kyoto Aquarium are promoting their respective host cities on Facebook by competing with each other in terms of the number of “Likes” won. All visitors clicking the “Like” button will be entered into a lottery for a special gift.
April 1, 2014 – April 30, 2014	ORIX Ichioka Kotsu Kigyo Corporation	QUO CARD Present Campaign	A QUO CARD (gift card) will be awarded by lottery to 50 students who apply for driving lessons at the ORIX Driving School Bentencho during the campaign period and begin their lessons by May 31 in both the ordinary license course and motorcycle license course
May 1, 2014 – March 31, 2015	ORIX Life Insurance Corporation	“Support Your Resolution” Campaign	ORIX Life Insurance will call for submissions on “Your resolutions to increase your peace of mind or health” on its website. A gift worth around ¥20,000 will be awarded by lottery to 50 respondents who submit their resolutions by e-mail.
Scheduled to be held 4 times from May 2014 to February 2015	ORIX Rentec Corporation	IT Equipment and Precision Measurement Equipment Exhibitions	The exhibitions will offer used tablet PCs for sale at special prices in addition to displaying rental items, namely IT equipment and precision measurement equipment. ORIX Group-related products and other items will be awarded as gifts to customers who complete negotiations with ORIX Rentec during the exhibitions.
Scheduled to be held four times: June 25-29, July 21-23, August 17-19, and September 20-24, 2014	ORIX Auto Corporation	Car Rental Special	A 50% discount will be offered on car rental fees to the first 50 customers who apply for car rentals in the Hokkaido and Okinawa areas from 50 days before the beginning of each campaign.

About ORIX

ORIX Corporation (TSE: 8591; NYSE: IX) is a financial services group which provides innovative products and services to its customers by constantly pursuing new businesses. Established in 1964, from its start in the leasing business, ORIX has advanced into neighboring fields and at present has expanded into lending, investment, life insurance, banking, asset management, automobile related, real estate and environment and energy related businesses. Since entering Hong Kong in 1971, ORIX has spread its businesses globally by establishing locations in 35 countries and regions across the world. ORIX celebrates its 50th anniversary in 2014 and moving forward it aims to contribute to society while continuing to capture new business opportunities and sustain growth by promoting acceleration of its corporate strategy “Finance + Services.” For more details, please visit our website: <http://www.orix.co.jp/grp/en/>

These documents may contain forward-looking statements about expected future events and financial results that involve risks and uncertainties. Such statements are based on our current expectations and are subject to uncertainties and risks that could cause actual results to differ materially from those described in the forward-looking statements. Factors that could cause such a difference include, but are not limited to, those described under “Risk Factors” in the Company’s annual report on Form 20-F filed with the United States Securities and Exchange Commission and under “4. Risk Factors” of the “Summary of Consolidated Financial Results” of the “Consolidated Financial Results April 1, 2012 – March 31, 2013.”