

October 27, 2010

To whom it may concern

Sumitomo Mitsui Financial Group, Inc.

Announcement Regarding Establishment of American Depositary Receipt (“ADR”) Program and Listing of ADRs on the New York Stock Exchange

Sumitomo Mitsui Financial Group, Inc., (SMFG, President: Teisuke Kitayama) hereby announces that we are listing our ADRs on the New York Stock Exchange (“NYSE”) on November 1, 2010 (Eastern Daylight Time), with the necessary regulatory and other authorizations. The ADRs will be issued under the sponsored ADR<sup>(1)</sup> program described below.

The purposes of listing on the NYSE are: to further increase the transparency of our financial statements; to increase investor convenience; to broaden our capital raising sources; and, in doing so, accelerate the development of our business as a global player.

The listing is not accompanied by an offering of new shares.

A copy of the registration statement on Form 20-F that we filed with the U.S. Securities and Exchange Commission (“SEC”) can be viewed and obtained on our website (<http://www.smfg.co.jp/english/>) or on EDGAR, the SEC’s Electronic Data Gathering, Analysis, and Retrieval system.

(1) Type of ADR Program	: Sponsored Program
(2) Planned Listing Date	: November 1, 2010 (Eastern Daylight Time)
(3) Conversion Ratio	: 1 ADR=0.2 common share
(4) U.S. Security Code (CUSIP)	: 86562M209
(5) Ticker Symbol	: SMFG
(6) Depositary Bank	: Citibank, N.A.
(7) Local custodian bank	: Sumitomo Mitsui Banking Corporation

<sup>(1)</sup> Sponsored ADRs

ADRs are securities issued by a depositary bank representing shares of stock of non-U.S. companies for the purpose of trading in the U.S. market in place of this stock. ADRs are registered with the SEC and are traded, settled and held in custody in substantially the same manner as shares of stock of U.S. companies. For sponsored ADR programs, the company issuing the underlying stock enters into a deposit agreement with a specific depositary bank to clarify the rights and obligations of the issuer, the depositary bank and the investors. ADRs are then issued by the depositary bank pursuant to the deposit agreement. In contrast, unsponsored ADRs are issued by a depositary bank based on the request of investors without any involvement of the company issuing the underlying stock. Until today, our ADRs have been traded in the U.S. market as unsponsored ADRs.