

We will further strengthen our “**engagement first**” initiatives to continue evolving, with the aim of becoming “a financial group that is needed by customers and grows with customers.”

Looking at the operating environment for regional financial institutions, the harsh business environment continues, including prolonged low interest rate environment. In addition, local economies face structural challenges, such as population decline and acceleration of aging society with a declining birthrate, and there are concerns that the size of the market will shrink in the future. With these circumstances as the backdrop, regional financial institutions are greatly needed to contribute to the revitalization and development of local economies by supporting the growth of customers.

To meet this challenge, we commenced “‘The 14th Medium-Term Management Plan’ All for Your Smile: Providing Wholehearted Services ~ 2nd Stage ~” in April 2017. In this plan, we aim to be “a financial group that is needed by customers and grows with customers,” and, with “engagement first” as our cornerstone activity, we will transform our business model to create a positive cycle of contribution to the growth of customers and local economies and a revenue structure with stability and permanency to support local communities.

At this turning point, we will work on expeditious sales reforms suited to the diversifying needs of customers and the rapidly changing business environment. At the same time, we will further push ahead with business reforms which we have been pursuing, and provide high-quality “customer-first” services. As such, we are committed to striving to further improve our corporate value in order to continue to be a bank that customers can rely on into the future.

I look forward to receiving the continued support and encouragement of all of our stakeholders.

July 2018
Yukio Murase
President and CEO

