

We will further accelerate our “**engagement first**” initiatives, and work on “regional co-creation activities” to create local vitality, together with our customers.

Looking at the operating environment for regional financial institutions, the harsh business environment continues, including intensifying competition across business formats and a prolonged low interest rate environment. In addition, local economies face challenges such as economic contraction, lack of successors for businesses, and labor shortages due to a declining population.

With these circumstances as the backdrop, regional financial institutions are greatly needed to contribute to the realization of sustainable local communities 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.

Taking this turning point as an opportunity, we will further accelerate the “sales reforms” and “business reforms” that we have been pursuing thus far. In order to continue to be a bank that customers can rely on in the new Japanese era of “Reiwa” and into the future, we are committed to striving to further improve our corporate value by engaging in “regional co-creation activities” together with our customers to create local vitality.

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

July 2019
Yukio Murase
President and CEO

