Becoming a financial services group that is NO.1 in the retail banking field

The Resona Group has established the "Resona Group Corporate Mission," a general philosophy of management of the Group, and the "Resona Way," a specific form of the philosophy, under which the Group implements business operations in a concerted manner.

Corporate Mission

The Resona Group aims at becoming a true "financial services group full of creativity." Towards this goal, the Resona Group will:

1) live up to customers' expectations,

2) renovate its organization,

3) implement transparent management, and

4) develop further with regional societies.

Resona Way (Resona Group Corporate Promises)

Customers and "Resona"	Shareholders and "Resona"	Society and "Resona"	Employees and "Resona"
Resona cherishes	Resona cherishes	Resona places	Resona highly regards
relationships with	relationships with	importance on its	employees' dignity and
customers.	shareholders.	ties with society.	personality.

Resona Brand Declaration

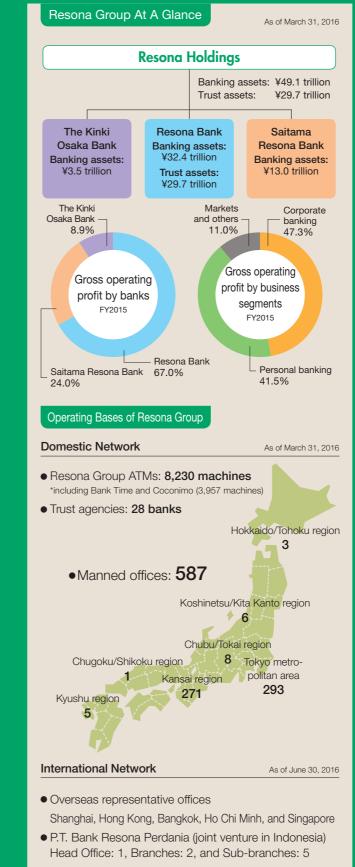
In July 2015, the Resona Group has renewed the "Resona Brand Declaration" as new guiding principles of the Group for the next decade following our full repayment of public funds.

Every employee of the Resona Group shares the commitment and resolution to implement the "Resona Brand Declaration," and we will strive to become a financial services group that is most supported by regional customers by maintaining the fundamental stance that "Customers' joy and happiness are Resona's."



Customers' joy and happiness are Resona's The Resona Group links dreams and security, and contributes to creating future beyond our customers' expectation by taking the thoughts of each customer with care, and by being aware, thinking, and acting for ourselves. Our aim is to deliver "a sense of excitement that exceeds mere satisfaction."

Link Together, Shape the Future.



• Alliance with foreign banks: 17 banks

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Resona Group's communication character

'Resonya"

Editorial policy (on issuing this Integrated Report)

This publication is an Integrated Report which aims to explain in a simple manner to all stakeholders the Resona Group's strengths and measures undertaken to create sustainable corporate value. Our hope is that, through this Report, readers will understand our thoughts behind the Resona Group's goal of becoming a financial service group that is No. 1 in the retail banking field.

Further information about corporate social responsibility is available on our website.