

# We will further evolve our value creation model to be “Retail No.1.”

## Value creation model for becoming the “Retail No.1” financial services group

With a fundamental stance that “Customers’ happiness is our pleasure,” the Resona Group contributes to regional economies by providing overwhelming customer convenience and optimized solutions through business activities based on the Group’s strengths (“Activities”). The Resona Group will achieve sustainable growth together with its customers.

### Social changes and issues

