



## 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)



## Resona Brand Declaration

In 2015, the Resona Group formulated the Resona Brand Declaration as new guiding principles of the Group for the next decade following its 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’ happiness is our pleasure.”



**Customers’ happiness is our pleasure.**  
The Resona Group links dreams and security, and contributes to creating a 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 Future**

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## On issuing this Integrated Report

This publication is an Integrated Report that 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 the reasoning behind the Resona Group’s goal of becoming the “Retail No.1” financial services group.

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

### Resona Holdings Website

<http://www.resona-gr.co.jp/holdings/english/>



### CSR Website

<http://www.resona-gr.co.jp/holdings/english/csr/>



### Annual Report

<http://www.resona-gr.co.jp/holdings/english/investors/financial/annual/>

