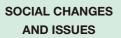
Remaining true to our fundamental stance "Customers' happiness is our pleasure," we will strive to become the financial service group of choice for customers in the communities in which we operate and to realize "Retail No. 1." In these ways, we will maximize our corporate value while pursuing mutual growth with customers.



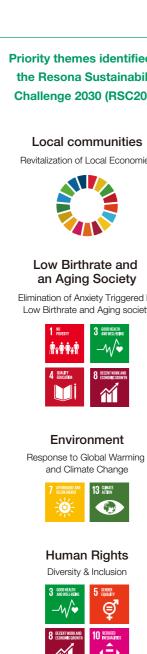
Ongoing aging of society Population concentrated in urban areas

Changing industrial structure Acceleration of globalization

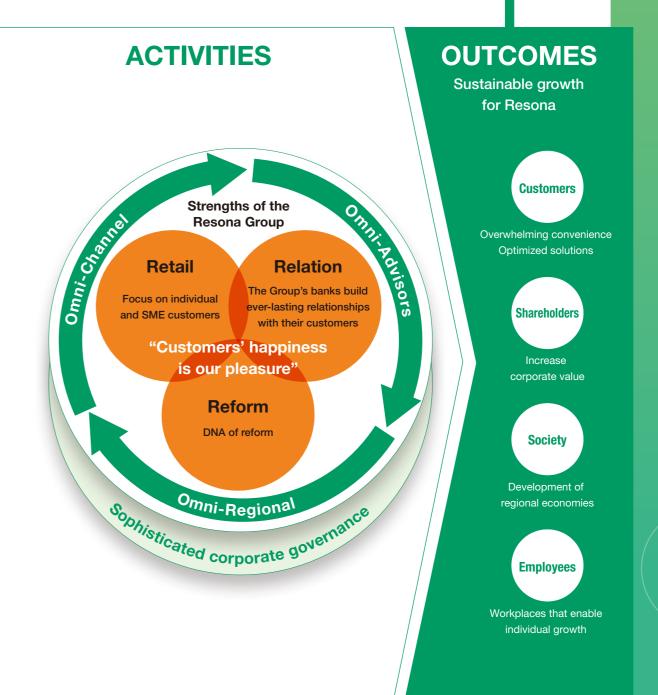
Shift from savings to asset formation Diversifying lifestyles

**Evolution** and spread of ICT

Increasing importance of corporate social responsibility







## **SOCIAL CONTRIBUTION**

Resona Group Integrated Report 2019 9 8 Resona Group Integrated Report 2019