

Value Creation Model

The Resona Group seeks to help resolve various social issues in ways that fully take advantage of its unique strengths in financial services, which represent its core operations, and to thereby create customer value.

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.

