

Becoming the “Retail No. 1” Financial Services Group

Resona Group Corporate Mission

Established in November 2003

The Resona Group aims to become 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

Resona cherishes relationships with customers.

Shareholders

Resona cherishes relationships with shareholders.

Society

Resona places importance on its ties with society.

Employees

Resona highly regards employees’ dignity and personality.

To Be a Good Company

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A corporation’s reason for being is to deliver value to customers and the market. We therefore need to go back to the basics of business management and seriously ask ourselves a fundamental question: What do we offer society through our existence?

For the Resona Group to grow sustainably, it must aim to be a good company consisting of employees with good personalities.

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These quotes from former Chairman Eiji Hosoya are featured at the top of the Resona Standards (Resona Group’s Behavior Guidelines), which provide specific examples of action to be taken to embody the Corporate Mission and the Resona Way, to this day serving as a cornerstone for all Group employees.



Deceased former Chairman

Eiji Hosoya

In June 2003, when the Resona Group was injected with public funds, he stepped aside from his former position as Vice President of East Japan Railway Company and assumed the office of Chairman at Resona Holdings to spearhead the “Resona Reform.”