



# Becoming the “Retail No. 1” Solution Group

## Purpose

Beyond Finance, for a Brighter Future.

In a world that keeps changing, we're here to provide peace of mind so that we can welcome the future with hope and confidence.

To achieve this, we think beyond the framework of finance to address different challenges alongside each region.

At Resona, we persistently strive towards reform and creativity for a brighter future—one that is hopeful and reassuring, just as it is exciting.

## 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.

## Long-Term Vision

### Retail No. 1

—the “Solution Group” most supported by customers and regional societies as it walks with them into a brighter future together—

## Corporate Promises / Behavior Guidelines

### Resona WAY

Customers and Resona  
Shareholders and Resona  
Society and Resona  
Employees and Resona

### Resona STANDARD

For Customers  
Taking on the Challenge of Reform  
Sincere and Transparent Action  
Responsible Business Conduct  
Realizing Job Fulfillment  
For Shareholders  
Trust of Society



Concept Movie of the Resona Group's Purpose (Japanese only)

<https://www.resona-gr.co.jp/holdings/about/rinen/purpose/index.html>