

# The Resona Group's Purpose

In May 2023, the Resona Group established a Purpose, "Beyond Finance, for a Brighter Future." This Purpose was formulated as a verbalization of the underlying concepts supporting the Group's operations in order to clarify how we will contribute to customers and society as a whole moving forward. It also expresses our aspirations to create a "Brighter Future" via the use of ideas that transcend the framework of finance, starting with addressing the increasingly diverse and complex needs our customers and society are now facing.

We are currently engaged in various initiatives to secure the recognition of and resonance with the Purpose among our employees, customers and the general public. For example, we are working to spread knowledge and understanding of our corporate activities informed by the Purpose among our customers and the general public through such means as TV, online and other media advertising. We also endeavor to ensure that all employees throughout our organization are on the same page regarding the importance of the Purpose by creating a variety of educational content, developing evaluation and commendation systems, enhancing our lineup of training sessions and facilitating employee dialogue involving top management.

We will continue striving to secure a deeper understanding of the Purpose among our stakeholders, with the aim of accelerating our pursuit of sustainable improvement in social and corporate value.

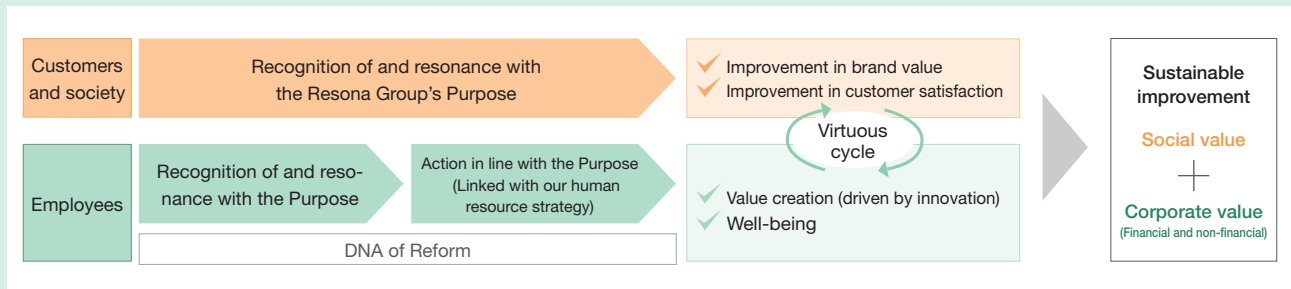
## The Resona Group's Purpose

### 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.

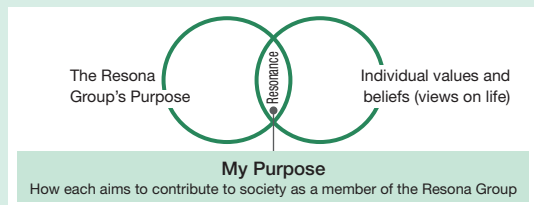
At Resona, we persistently strive towards reform and  
creativity for a brighter future —one that is hopeful  
and reassuring, just as it is exciting.



#### Topics1

### A "My Purpose" Project That Empowers 30,000 Employees to Establish Their Own Purposes

The Resona Group holds workshops in which employees learn to nurture their value creation capabilities by autonomously putting the Purpose into practice. By doing so, we improve their engagement while helping each employee establish a personal version of the Purpose.



My Purpose Workshop

#### Topics2

### Becoming a Title Partner of B.LEAGUE

In July 2024, we became the title partner of B.LEAGUE, a professional male basketball league in Japan. This partnership will not only involve working in tandem with B.LEAGUE but also with each of the league's clubs while maintaining ties with basketball fans, regional communities and other league partners. We will strive to energize this league while creating a "Brighter Future" in which regional communities flourish.

