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# Defining our Purpose and Vision MANNAMAR

### Looking back at the previous Mid-term Plan

### **Major Achievements of Management Goals**

Basic Policy

### Continue to evolve closely with our customers

Make proposals based on individual life plans

Virtual residential loan contract signing

**Enhance Corporate Solutions** 

Establish new Area Sales divisions

**Basic Policy** 

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### Continue to create new value for our customers' futures

Expand app/portal features

Expand cashless operations

Establishment of Chibagin Market Co., Ltd.

Establishment of On Ad Co., Ltd.

**Basic Policy** 

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**Basic Policy 4** 

### Strengthen our Alliance Strategy

TSUBASA Alliance Expand sharing of IT systems, including smartphone app

Chiba-Yokohama Partnership Strengthen collaboration, including customer support Chiba-Musashino Alliance Expand collaboration including cashless operations with franchise locations.

Alliance with Sony Bank

Ack

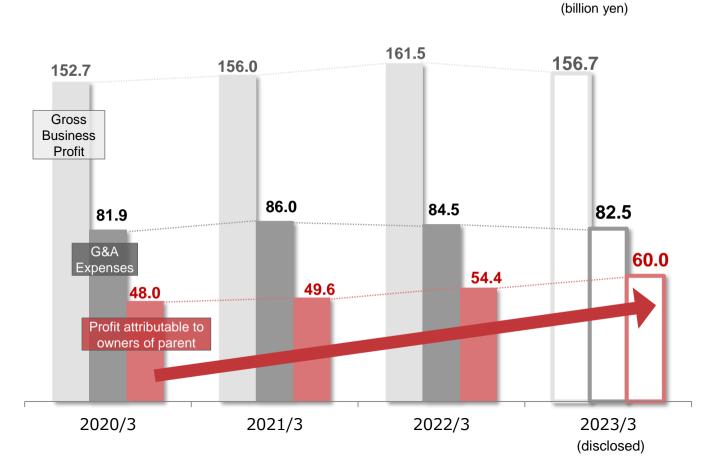
### Achieve sustainable management

Promotion of sustainable finance

Enhance carbon-neutral initiatives

Expand climate-related disclosures

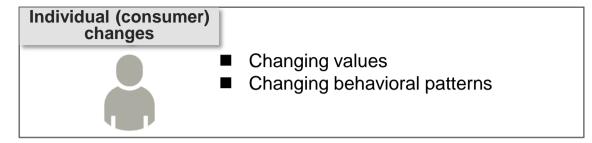
Development of DX personnel



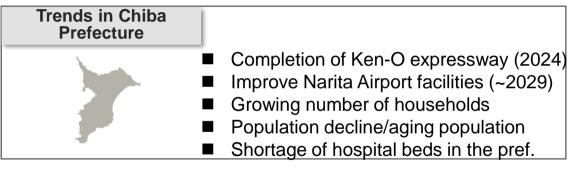
KPIs for FY2022		Progress Expected achievement	
Profit attributable to owners of parent	60.0 billion yen	60.0 billion yen (disclosed 11/202	22)
Consolidated ROE	Around 6.5%	6.35% (disclosed 11/202	22)
Non-consolidated OHR	Lower 50% range	49.0% (disclosed 11/202	22)

Net business income per employee: 19.0 million yen (disclosed 11/2022)

## Acceleration of digitalization Living with COVID-19 Intensification of climate change Emerging geo-political risk











Period of irreversible changes

Emerging regional issues

Increased Bank Group operational potential

**Diversification of needs** 





Re-evaluation of the Bank's purpose and ideal position as a regional financial institution

### **Purpose**

Why does the Bank Group exist in society?

### Vision

What position should we aim for?

What initiatives should we pursue in the mid-term?

Strategy for achieving our Purpose and Vision

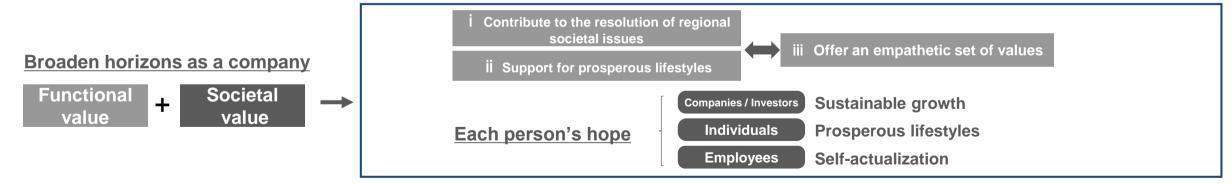
**New Mid-term Plan** 

**Purpose** 

### To create a local community better suited to bringing each person's hope to life

The Bank Group exists to create "societal value" by contributing to the resolution of regional issues in addition to providing "functional value" to financial institutions.

In a constantly changing world, Chiba Bank aims to be "a place where our stakeholders' hopes can come to life" within the region.



\*Regional societal issues: a wide range of issues concerning the sustainability of the local community, such as COVID-19, digitalization, SDGs, regional revitalization

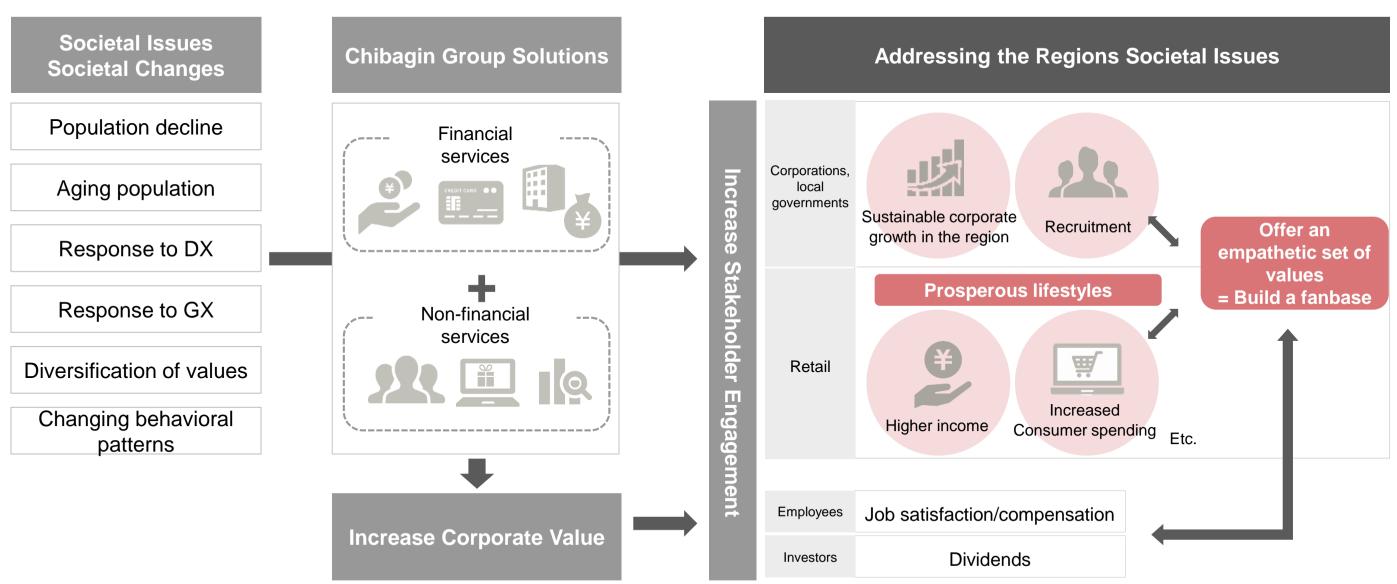
**Vision** 

### An Engagement Bank Group that works closely with the community

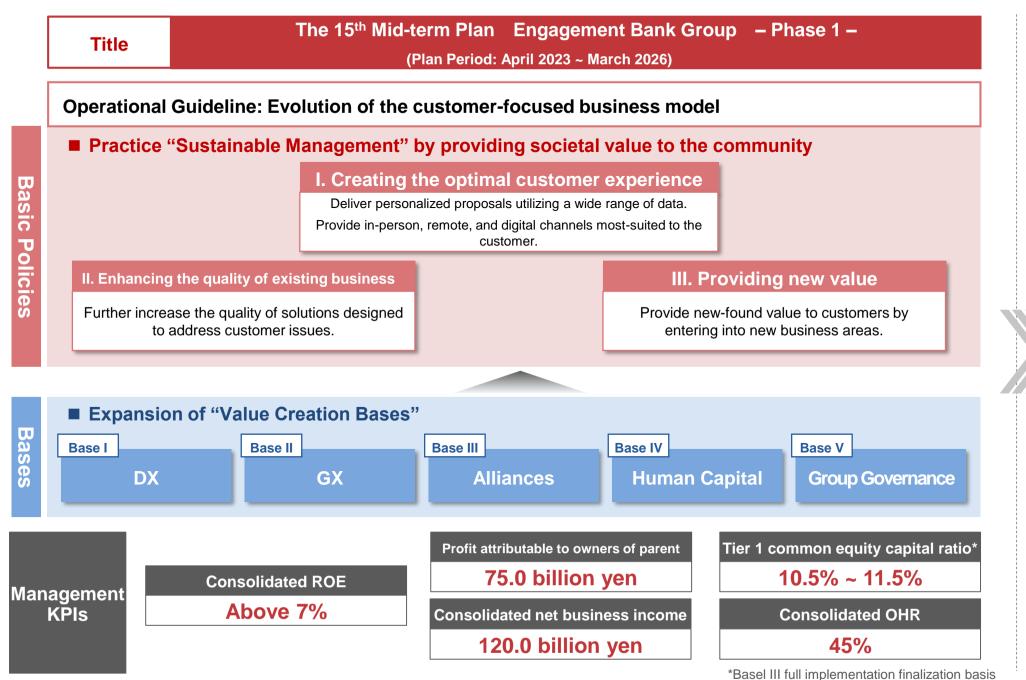
"Engagement Bank Group"

A Bank Group that seeks to keep growing together along with the entire region by providing value through deep connections with all of its stakeholders including customers, shareholders, and employees

Building a bigger fanbase by increasing the corporate value of the Bank Group as a direct result of addressing societal issues within the region and <u>bringing each of our stakeholders' hopes to life</u>



# The New Mid-term Plan MANNAMAR



Phase 2~

To create a local community better suited to bringing each person's hope to life

Bank Group Development

Goals for FY2030

Consolidated ROE 8%

Profit attributable to owners of parent 100 billion yen

\*Basel III full implementation finalization basis (excluding valuation differences on securities)

### Achieve targets through growth strategy and structural reform

Growth Strategy

Fortify existing business by utilizing digital convenience/in-person expertise and make forays into new business areas, including non-financial services

## Resource allocation Reallocated personnel: 370 HR development: 280 etc. Things Enhanced call center New branch apprings/operations review etc.

ocated personnel: 370

evelopment: 280 etc.

Enhance organization of

Enhanced call center

New branch
openings/operations review etc.

Raise the bar of branch
proposal capability

Expand service lineup

Strategic investments: 16.0 bil. yen
New policy expenses: 14.0 bil. yen

Creation of new business

Improve services through growth investments



Use the profits to invest in further growth

Evolution of our customer-focused business model (For more details, see P17~)

Increase gross profit per customer/company

through one-to-one marketing

- Increase loans (6% outside prefecture, 3% prefectural growth areas)
- Increase fee income (pursue convenience and expertise)

**Strengthen monetization** of existing business and plant the seeds for **more new business** 



Money

Governance reform to maximally develop the potential of each business area and improve the Group's organizational capabilities

**Expand channels** 

**Head Office experts** 

### **Business Coordination Division**

Cross-sectional management of diverse sales divisions

Create strategies for each sales area

Sales representative behavioral management reform

### **Group Strategy Division**

Enhance governance through a dedicated division

Develop the potential of Group companies

Consolidated management of Group risk, etc.

### **Digital Strategy Division**

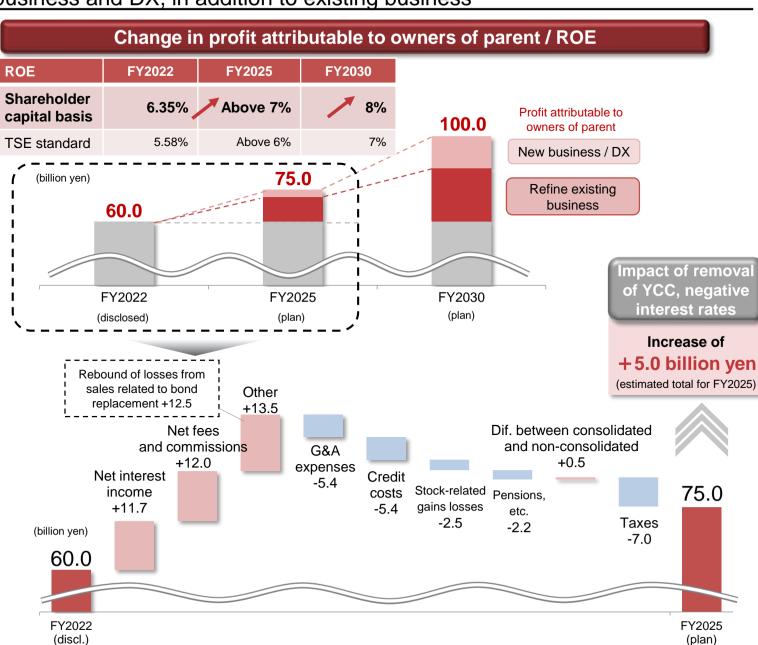
Vertical integration of digital operations

Data analysis HR development

Productivity reform

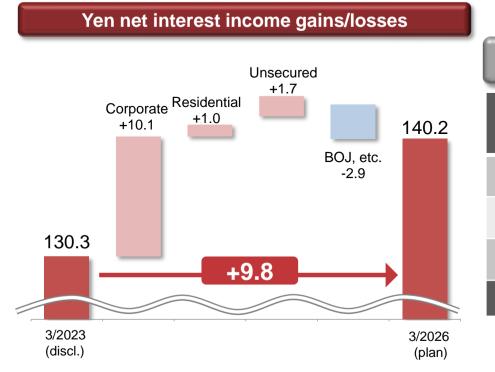
### Contributions to net income from new business and DX, in addition to existing business

Non-consolidated (Billion yen)	FY 2022 (discl.)	FY2025 (plan)	Change
Gross business profit	156.7	194.0	37.3
Net interest income	135.9	147.6	11.7
Net fees and commissions	27.9	40.0	12.0
Other gross business profit	-7.1	6.3	13.5
Bond-related gains/losses	-13.2	2.1	15.3
G&A expenses (-)	82.5	88.0	5.4
Business profit	74.1	106.0	31.8
Core business income	87.3	103.9	16.5
Excl. gains/losses on the cancelation of trusts	81.9	100.4	18.5
Net business income	76.7	105.8	29.0
Extraordinary profit/loss	3.2	-4.2	-7.4
Stock-related gains/losses	7.5	5.0	-2.5
Ordinary profit	80.0	101.6	21.6
Net income	57.0	71.5	14.5
Credit-related expenses (-)	2.5	8.0	5.4
Consolidated			
Consolidated net business income	83.7	120.0	36.2
Profit attributable to owners of parent	60.0	75.0	15.0



### Planned increase in net interest income by expanding our ever-strong interest on loans despite declining BOJ special interest rates

		FY2022	FY2025	
	(Billion yen)	(discl.)	(plan)	Change
N	et interest income	135.9	147.6	11.7
	Yen-denominated	130.3	140.2	9.8
	Interest on loans	99.6	112.6	12.9
	Loan and bills discounted	100.0	112.9	12.9
	Corporate loans	52.9	63.0	10.1
	Residential loans	36.6	37.6	1.0
	Unsecured loans	9.5	11.2	1.7
	Deposits (incl. NCDs) (-)	0.3	0.2	0.0
	Interest and dividends on securities	26.4	25.7	-0.6
	Bonds	2.8	3.8	1.0
	Stock dividends	10.0	9.9	-0.1
	Investment trusts	12.5	11.0	-1.4
	Gains on cancellations	5.4	3.5	-1.8
	Other (market operations, etc.)	4.2	1.8	-2.3
	BOJ account	1.3	0.9	-0.4
	BOJ special interest	2.0	0.0	-2.0
	Foreign currency-denominated	5.5	7.4	1.8
	Net interest income (excl. gains on the cancellation of trusts)	130.5	144.0	13.5
	Gains on the cancellation of trusts	5.4	3.5	- 1.8



### Yen-denominated loans net interest income factors

	Change	Volume factors	Yield factors
Corporate	+10.1	+7.4	+2.7
Residential	+1.0	+3.5	-2.4
Unsecured	+1.7	+1.9	-0.2
Total	+12.9	+12.9	-0.0

### **Interest rate forecast (FY2025 average)**

Yen	
O/N	-0.05%
2-year government bond yield	0.05%
10-year government bond yield	0.50%
TIBOR 3M	0.07%

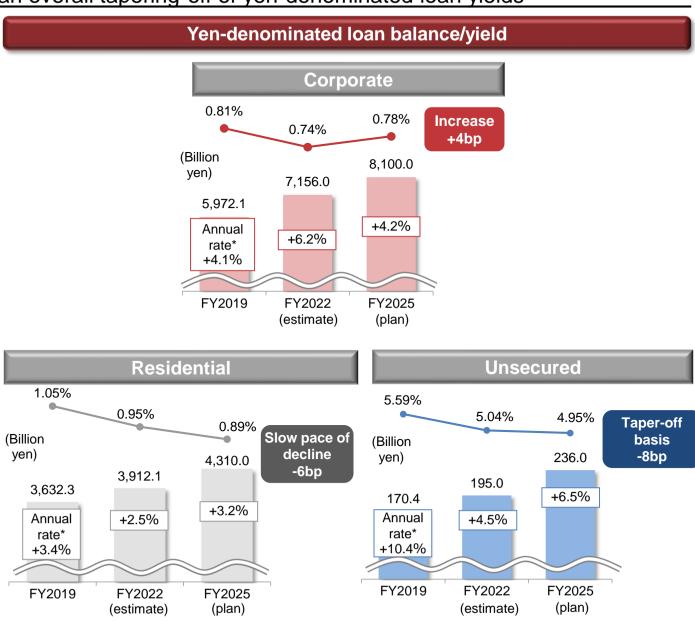
Foreign currency		
FF rate	3.12%	
U.S. 2-year treasury yield	3.05%	
U.S. 5-year treasury yield	3.22%	
U.S. 10-year treasury yield	3.31%	

Flat yen interest rates

### Net Interest Income ②

### Estimating an upward trend of corporate loan yields and an overall tapering-off of yen-denominated loan yields





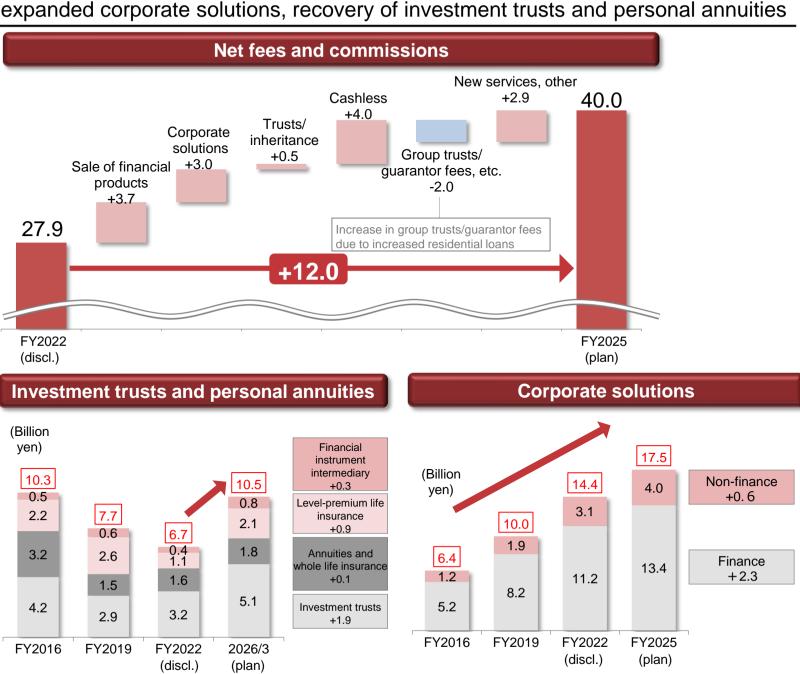
<sup>\*</sup> Growth rate (annual rate) is the annualized average growth rate over three years

### **Net fees and Commissions**

40.0 billion yen planned in net fees and commissions through expanded corporate solutions, recovery of investment trusts and personal annuities

	FY2022	FY2025	
(Billion yen)	(discl.)	(plan)	Change
Net fees and commissions	27.9	40.0	12.0
<main breakdown=""></main>			
Investment trusts and personal annuities	6.7	10.5	3.7
Investment trusts	3.2	5.1	1.9
Annuities and whole life insurance	1.6	1.8	0.1
Level-premium life insurance	1.1	2.1	0.9
Financial instrument intermediary	0.4	0.8	0.3
Corporate soutions	14.4	17.5	3.0
Finance	11.2	13.4	2.1
Non-finance	3.1	4.0	0.8
Trust business and inheritance-related services	1.6	2.2	0.5
Cashless operations*1	1.8	5.8	4.0
Bank franchise operations	0.2	1.1	0.8
Visa debit card	0.7	1.3	0.6
JCB operations-related*2 (not including increases)	0.0	1.9	1.9
New business	0.0	0.5	0.5
New and updated fees	0.0	1.4	1.4
Exchange-related	12.4	12.9	0.4
Loan-related fees	-12.1	-14.1	-2.0

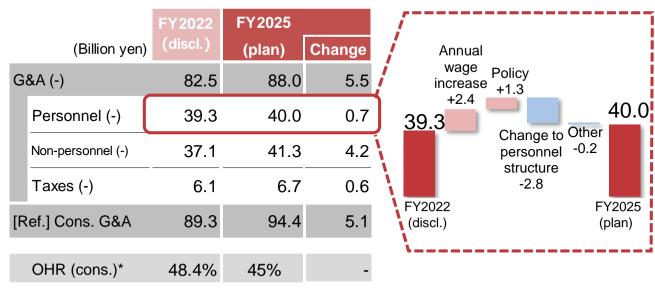
<sup>\*1</sup> Corporate solutions now includes business succession (updated retroactively)



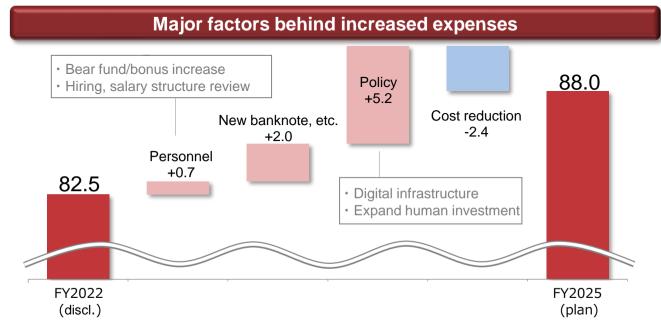
<sup>\*2</sup> Operations transferred from JCB Card to the Bank through an absorption-type split agreement

### G&A / Credit-related Expenses

Further decrease OHR through top-line expansion despite increased expenses due to strategic investments

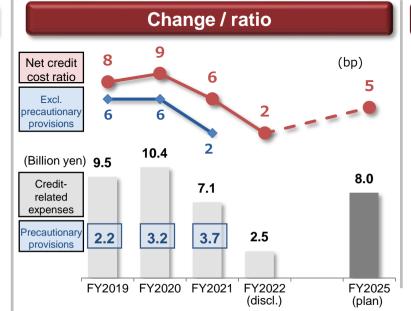


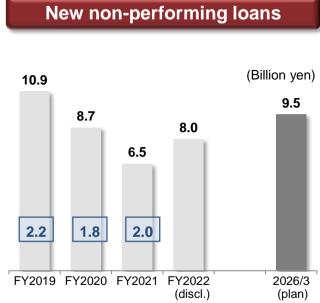
<sup>\*</sup> OHR: Expenses / (net business income – bond-related gains/losses, etc. + net provisions to general allowance for loan losses + expenses)



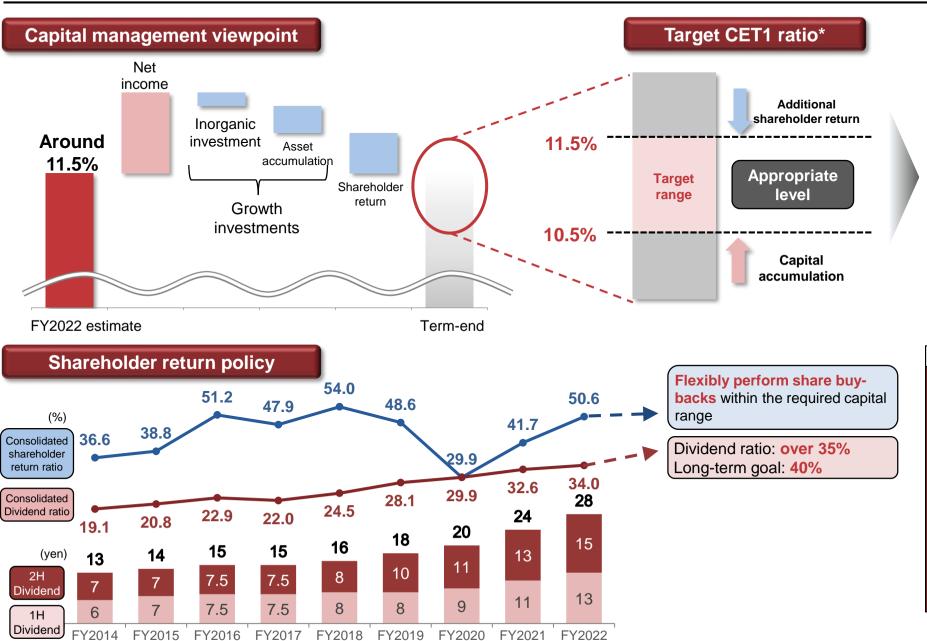
### Credit-related expenses expected to remain at prior levels, excluding "precautionary provisions"

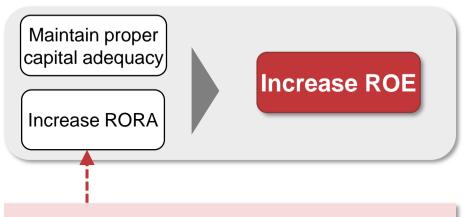
	FY2022	FY2025	
(Billion yen)	(discl.)	(plan)	Change
Credit-related expenses (-)	2.5	8.0	5.5
Net provisions to general allowance for loan losses (-)	-2.6	0.2	2.8
Disposal of non-performing loans (-)	5.1	7.8	2.7
Write-offs / Net provisions to specific allowance, etc. (-)	8.3	9.6	1.3
New downgrades (-)	8.0	9.5	1.5
Existing non-performing loans (-)	0.8	0.7	-0.1
Collections, etc.	0.4	1.2	0.8
Recoveries of written-off claims	3.2	1.8	-1.4
Net credit cost ratio (-)	2bp	5bp	-





### Maintain CET1 ratio\* at 10.5%~11.5% and aim to increase dividend ratio





- Increase net fees and commissions
- Invest in high RORA assets, restrict low RORA assets

### Strategic investments / IT investment promotion

(Unit: billion yen)		Previous	Current	New	Change
otal (non-consl.)		38.9 (50.0)	30.1 (40.3)	34.0 (34.0)	+3.9 (-6.3)
S	trategic	7.8	7.5	16.0	+8.5
in	vestments	(15.0)	(13.0)	(16.0)	(+3.0)
	П	7.1	6.2	11.4	+5.2
	I I	(11.5)	(10.0)	(11.4)	(+1.4)
	Building/office	0.7	1.2	4.6	+3.4
	equipment	(3.5)	(3.0)	(4.6)	(+1.6)
М	aintenance/legal	10.4	8.5	18.0	+9.5
compliance		(15.0)	(12.0)	(18.0)	(+6.0)
New Head Office		20.7	14.2	_	- 14.2
		(20.0)	(15.3)	_	(-15.3)
indicates planned value					

() indicates planned value

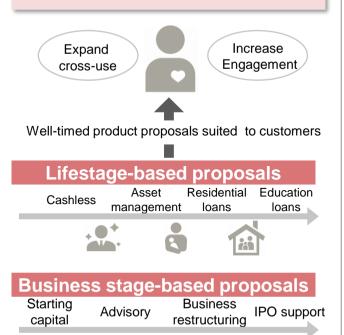
# **Basic Policy Overview** MANNAMAR

### Issues in our existing business model and changing customer needs

- 1 Product-focused proposals
- (2) Proposals to address emerging needs
- (3) Commodification of financial services
- 4 Changing values and behavioral patterns

### Evolution of our customer-focused business model = "Changing our perspective" on delivering products and services

Expand cross-use through optimal personalized proposals

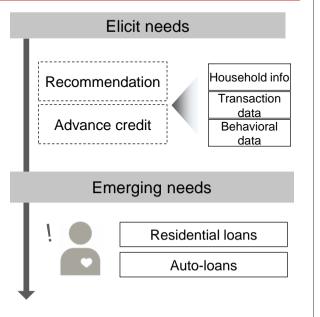


Advisory

capital

Proposals that anticipate customer needs and stand upstream of commercial distribution

### One-to-One Marketing



Expand non-financial services based on customer needs

Regional trading companies

Housing concierge

Automobile concierge

Advertising

**Energy-generation** 

Digital marketing

Other new businesses

Establish optimal contact points for customer convenience

### In-person

Aim for the expertise of a consulting firm



[Retail] Comprehensive financial planning [Corporate] Assisting managers

### Remote



Hybrid channel that combines the convenience of digital and added-value of in-person

### **Digital**

Aim for the convenience of a digital bank

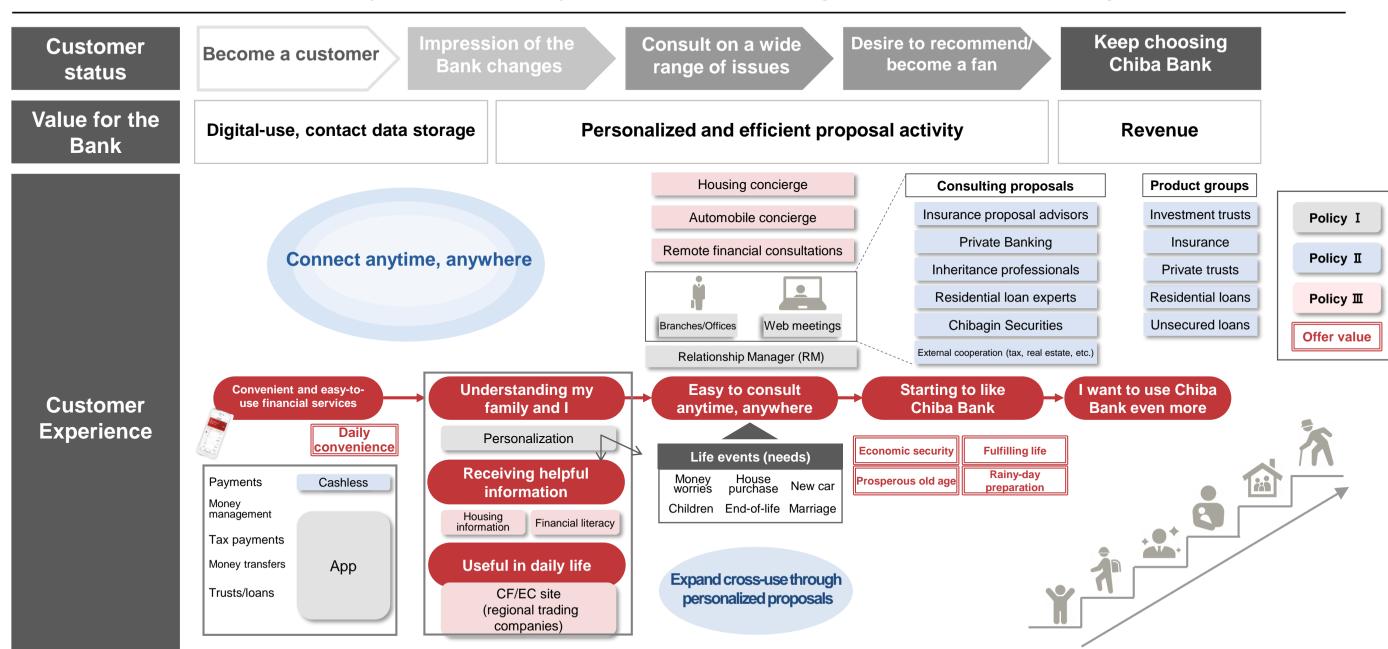


Increase connectivity

Become a well-liked and easy-torecommend bank

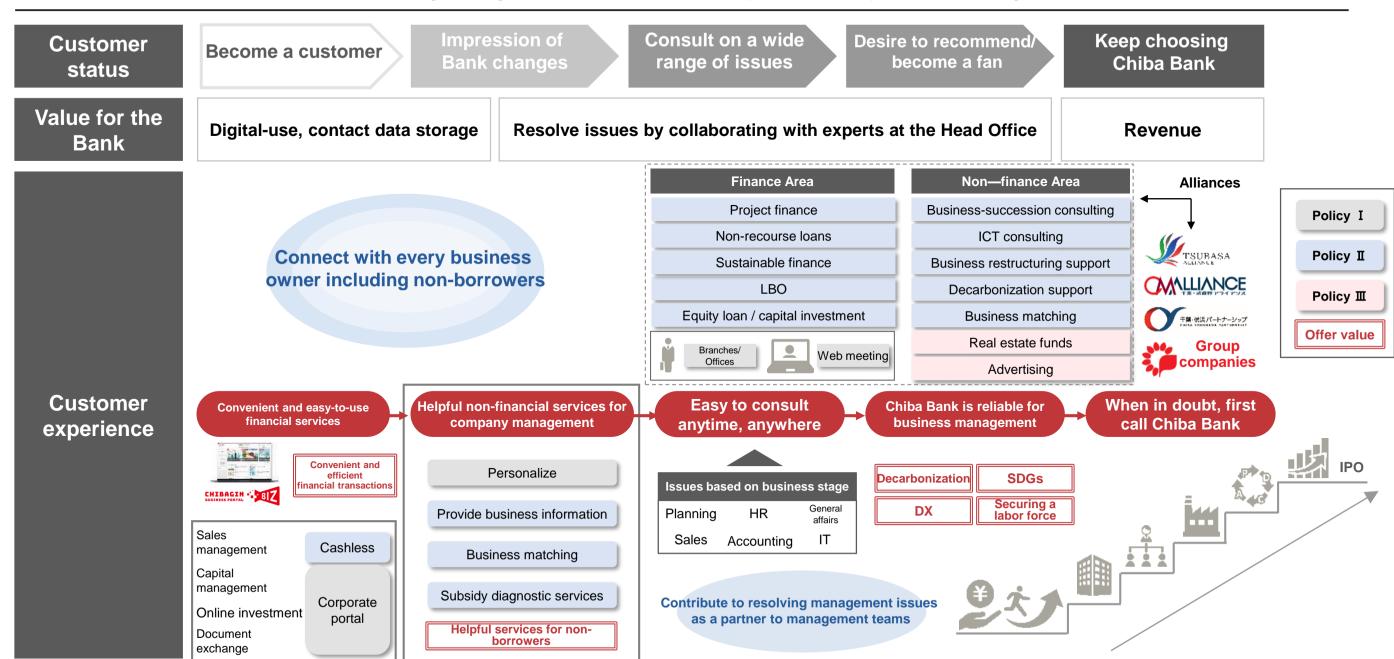
### Basic Policy Overview 1: Retail Customer Journey

Provide value that closely matches the lifestyle of each customer through "in-person, remote, and digital" channels

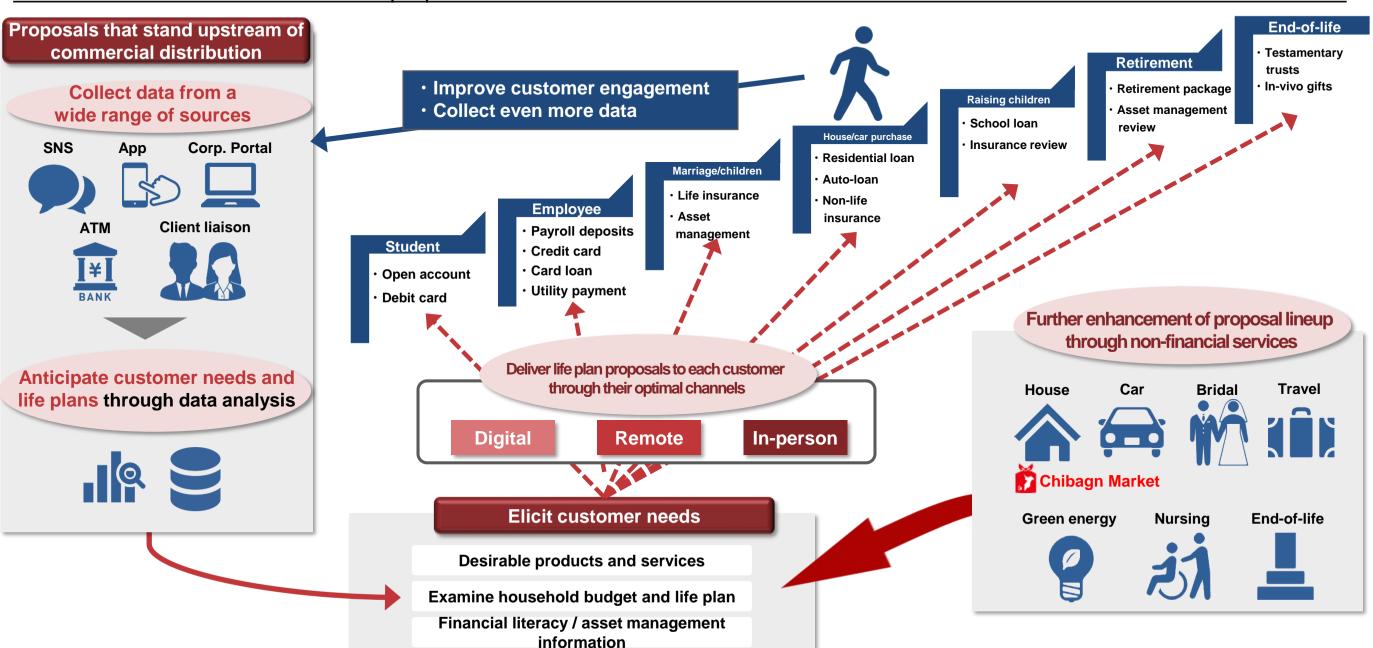


### **Basic Policy Overview 2: Corporate Customer Journey**

Provide convenient services and useful information through the corporate portal, contribute to resolving management issues of business operators as a partner to management teams

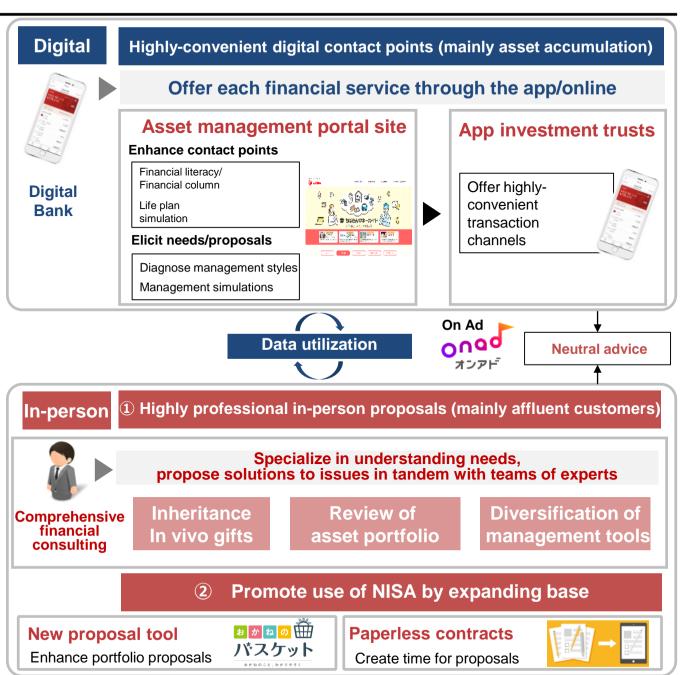


Utilize data to make proposals that that address each customers' issues in order to build a fanbase



### Basic Policy II: Retail Business 1

Optimal asset management proposals that combine in-person and digital channels



Optimize proposals at each stage: Review → Loan execution → Repayment

Enhance residential loan business

**Initiative policies** 

Review

**Application** 

Borrow / repay

Approach before considering borrowing

Increase number of pre-screened applications

Increase rate of finalscreening applications

Flexibly set conditions based on needs

**Expand/launch transactions** bevond residential loans

Concrete measures

Chibagn Market

Deliver proposals from upstream of commercial distribution through consulting services

Improve relationship realtors

(Share development info, support special projects)

**Enhance internet housing loan center** 

(Volume strategy, expand target area)

Review screening criteria

(Upper income limit, ease requirements for those raising children)

Establish new quarantee fee categories

**Financial products** 

Cross-use of insurance, investments, cards, etc. Respond to demand for remodel/relocation

**Non-financial products** 

Sale of housing-related products

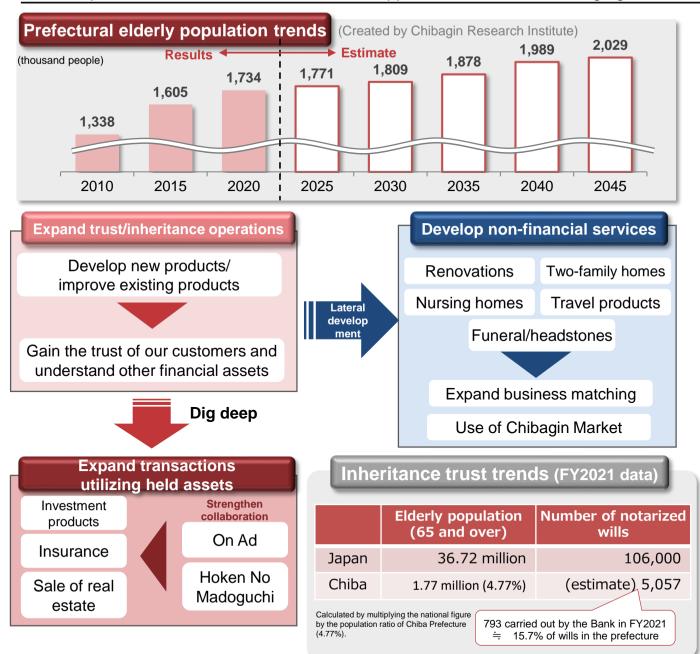
**Unsecured** loans

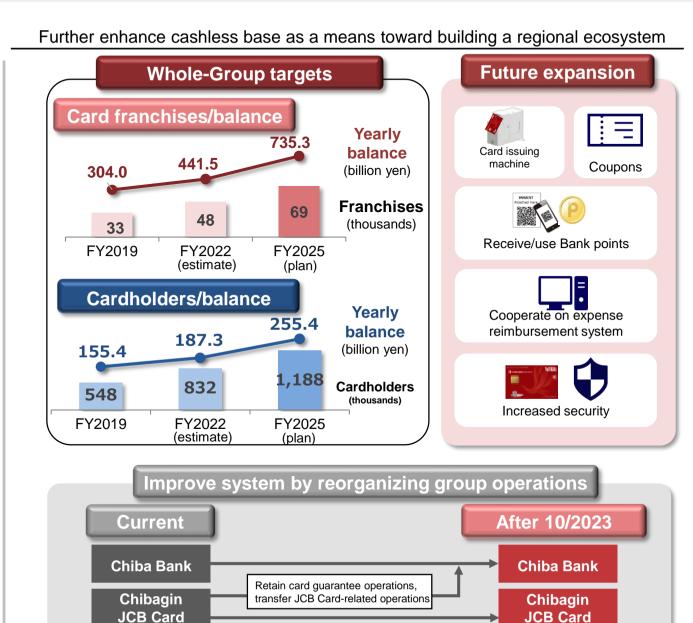
Increase app Ioan balances

**Targeted** promotion

### Basic Policy II: Retail Business 2

Further expansion of trust/inheritance business opportunities in view of an aging Prefecture





Name change

Chibagin

**DC Card** 

Chibagin

Card

### **Basic Policy: Corporate Business**

Provide convenient services and useful information through the corporate portal, contribute to solving corporate management issues as a partner to management

Form strong customer connections through digital and in-person channels Highly-convenient digital contact points Digital channel that serves as a hub for each **Digital** service that connects business operators and banks Indispensable basic infrastructure for business activity Basic financial and communication functions CHIBAGIN . BIZ **Business** information Digital services Chibagin **Business Portal** Non-borrowers ■ Strengthen customer connections Borrowers ■ Accumulate transaction data (including other banks) Connect to the portal anytime In-person, specialized proposals Provide the expertise of a consulting firm In-persor Close support for essential management issues Focus on financial business **Expand non-financial business** 

### Provide solutions to a wide range of management issues

### **B/S** management support

### **Assets**

- Asset liquidation with R/E funds Reduction of fixed assets
- Expand/rebuild production bases
- Use of idle assets

### Liabilities/net worth

- Rationalize payment operations
- · Stable capital funding
- Diversification of funding methods
- Stock succession

### P/L management support

### Higher sales

- Expand sales routes (via Chibagin Market EC site)
- Support for efficient collection of proceeds
- Support for new product development

### **Cost optimization**

- · Optimize production costs
- Advertising, PR support
- advertising Personnel introduction service

Support sales via

Optimize expense payments

Support for formulating various business plans (Capital investment, SDGs strategy, DX, HR development, etc.)

### Building an advanced proposal system

### Sales divisions

- · Improve inter-division collaboration Business Coordination Division (new)
- · Strengthen Group-wide proposals Group Strategy Division (new)
- Enhance overseas network

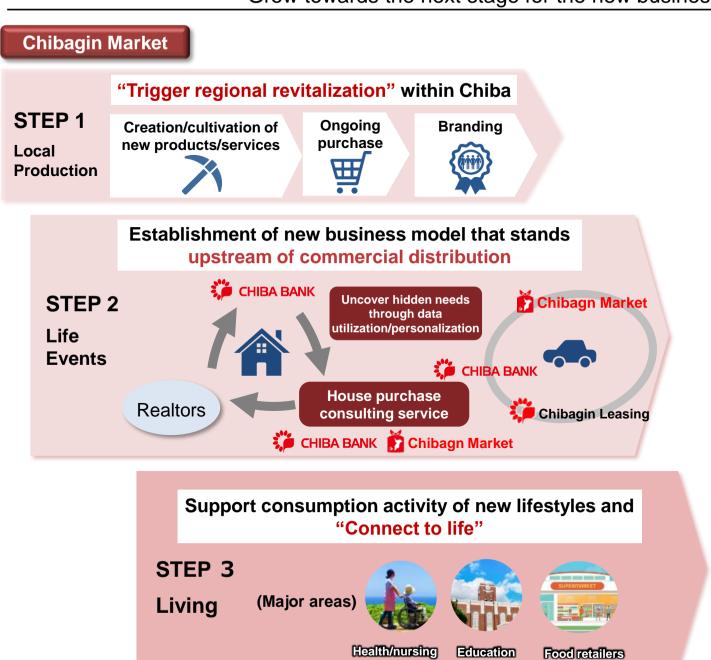
### Credit screening unit

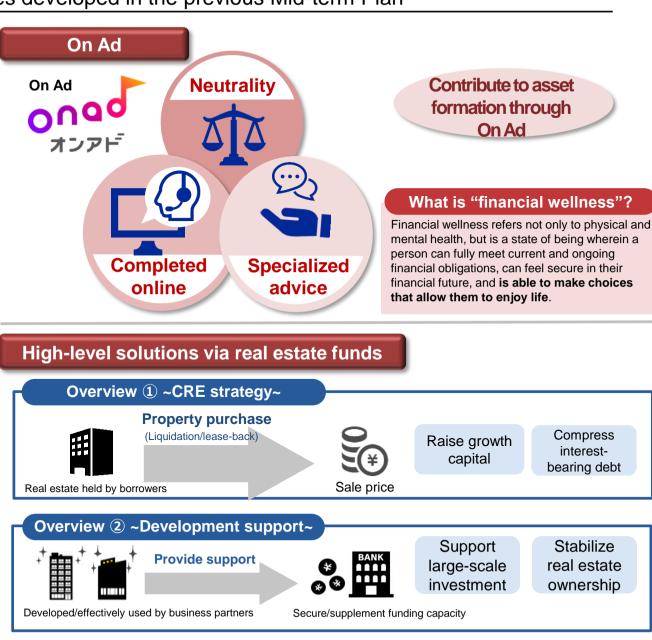
- · Understanding business partners' conditions in response to a changing environment
- · Consider solutions in tandem with sales divisions

### Allies

- Collaboration with Alliance banks
- · Expand business alliances that contribute to customer support

Grow towards the next stage for the new businesses developed in the previous Mid-term Plan





### Basic Policy III: New Business 2

Continue to enter new business areas in addition to advertising and energy production and expand non-financial services/diversify revenue

## Advertising agencies Advertising consulting support for business issues related to customer attraction and name recognition Issues Consulting Advertising medium

Use bank and other company channels to increase opportunities to broadcast highly-reliable ads



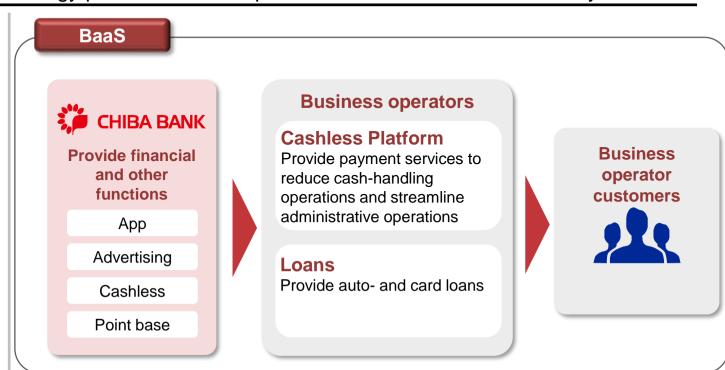
### Metaverse



Accumulate know-how through management of events for job candidates and local governments



Begin considering commercialization with business partners



### **Energy production**

Power generation management

Operation/management of power plants

### Sale of energy

Sell and generate energy in-house

### Other

Consulting service Environmental value referral

### Chibagin Group

Energy retailers

Regional customers

### **Anti-money laundering**

### Sophisticated and efficient ALM operations

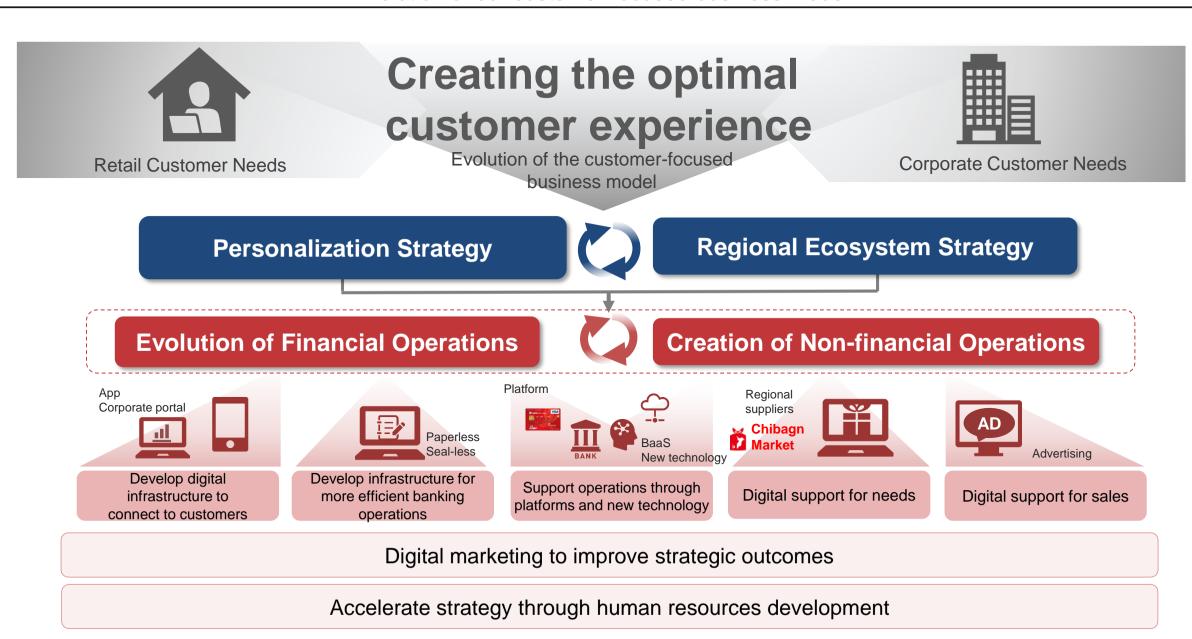
Sharing/development of know-how based on regulatory standards

### Communalization

Consider future business consolidation (outsourcing) using joint systems

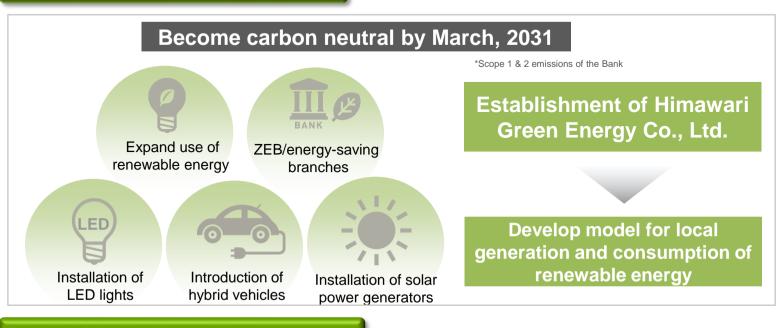
# Value Creation Bases MANNAMAR

### Evolution of our customer-focused business model



### Contribute to the sustainable development of the entire Chiba prefecture through regional decarbonization

### **Chibagin Group Carbon Neutrality**



### Collaboration with local governments

- Comprehensive SDGs partnership agreements
- Increase number of companies registered as Chiba SDGs Partners
- Support for areas advancing decarbonization
- Promotion of Chiba SDGs
  Utilization of network

Contribute to the sustainable development of Chiba prefecture through ongoing decarbonization initiatives throughout the region

March, 2031
Chibagin Group
becomes carbon neutral

### Support for customers' decarbonization

### **Support for SDGs Management**

- Incorporate ESG issues into business evaluations
- Business succession consulting

### **Carbon-neutrality consulting**

- Greenhouse gas emission measurement support
- Solar power generator installation support
- Sustainable housing support discount
- Discount SDGs loans

Corporate

Customers

Retail Customers

### Sustainable financing targets (amount achieved since April, 2019)





**Environmental finance** 

### 2050 Sustainable development of Chiba prefecture

Entire prefecture becomes carbon neutral



### **Evolution of our Alliance Strategy**

### **TSUBASA Alliance**



Alliance that spans across Japan

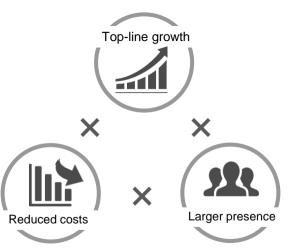
- Large-scale collaboration between the top regional banks in each area
- 96 trillion ven in total assets (3/2022)
- 27 million retail customers/
   2.2 million corporate customers, rivaling the megabanks

### A platform for each measure

Platform for each alliance measure to further deepen collaboration

### Strengthen collaboration with other banks/industries

Expand alliance and strengthen collaboration with other banks/industries





### **Chiba-Musashino Alliance**



A new model for regional bank alliances

### A new form of regional banking

- Accelerate communalization of each area
- Expand presence in the Tokyo Metropolitan area

Total **¥ 14.3 bil.** 



Total **¥ 15.0 bil.** 

Phase 1 results (Launch~3/2021)

Phase 2 plan (4/2021~3/2026)

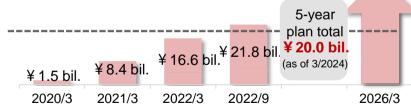
### **Chiba-Yokohama Partnership**



Collaboration between top regional banks with Tokyo as the base of operations

### Development of know-how between top regional banks

- Expand Tokyo market-share through a partnership that capitalizes on economies of scale
- Offer high value-added financial services



### Base III: Collaboration with Other Industries

Improve ability to provide value as an organization through collaborations with a wide-range of other industries

### Sony Bank

Deep, develop expansion







Mutual provision of digital technology, products, and services

### Utilize new digital technologies

Aim to improve convenience of digital channels by officially implementing "Mado", a digital presentation system





Mutual provision of products and services that make up each bank's strengths

Foreign currency services

Asset management, trusts, inheritance

Cashless operations

Joint-research on the use of technology

### Joint-research regarding use of the blockchain

Security-tokenization and cross-selling of Bank bonds

### Joint-research on the DX of housing loans

Improve AI credit check models

### Joint-research on the development of a sustainable society

Mutual introduction of crowd-funding for socially significant initiatives

Strive to provide new value by collaborating with a wide-range of corporations, organizations, and local governments

Collaborations with business operators

### Change Inc.

DX promotion, DX support for local governments

### Zeroboard Inc.

Support for customer decarbonization initiatives

### Weathernews Inc.

Collaboration on climate change information disclosures

### WealthNavi Inc.

Introduction of robot asset management advisor

Seek new partners from the perspective of capital use collaboration

Collaborations with local governments and public organizations

National Institutes for Quantum Science and Technology Research commercialization support Local prefectural governments
Regional revitalization
collaborations

Chiba City, Chiba Prefecture / Ministry of Land, Infrastructure, Transport and Tourism, Kanto Regional Development Bureau

Create foot traffic using road space



### Base IV: Creation of HR Policy / Overview of HR Strategy

Positioning "human capital" as the Bank's most important management resource and developing an HR policy designed to train the personnel necessary to achieve our Purpose

Human Resources Development Policy (working towards our corporate Purpose)

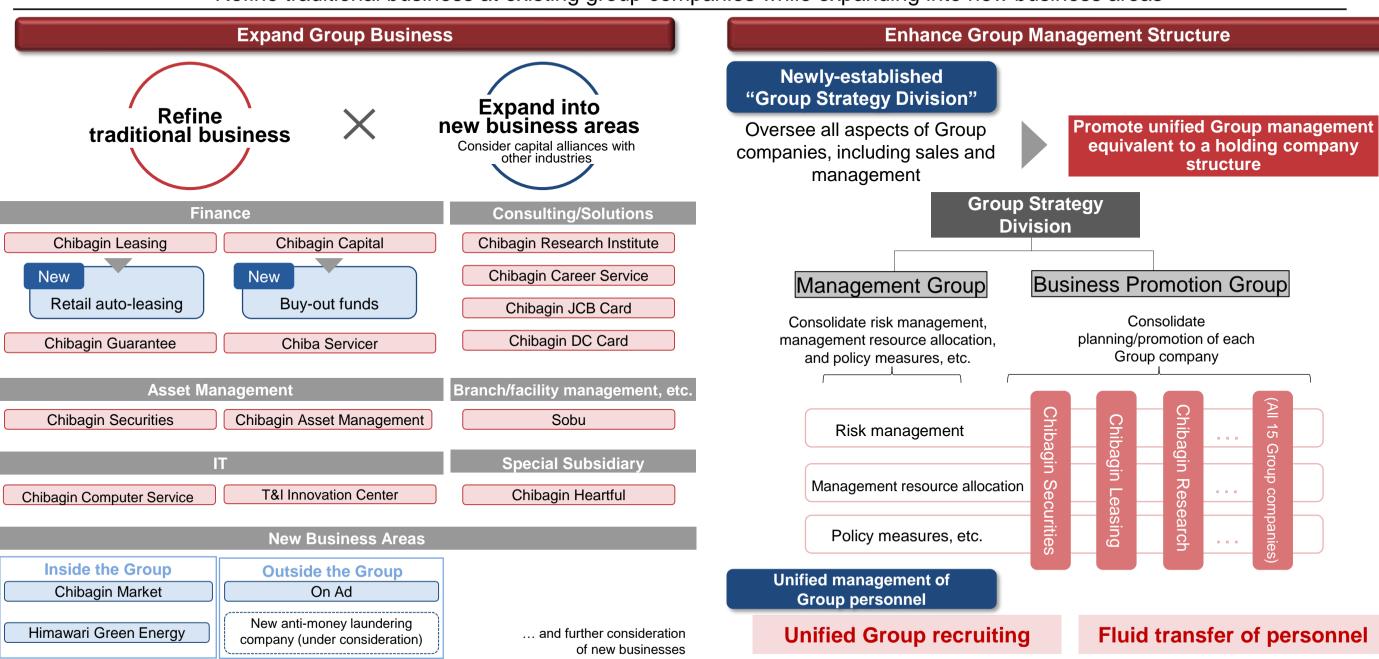
"Become someone who keeps fighting for the customer". Think things through, utilize your own strengths, and gain more supporters

### New Mid-term Plan Human Resources Strategy **Development of a "Chiba Bank Group** Creation of an "Organization with high where people grow" personnel engagement" **5** Human Resources 4 Unified Group **Important** 2 Job satisfaction 1 Career development ③ Diverse organization **Strategies** portfolio management Improve personal growth, Sustainable growth for job satisfaction, and treatment the local community Goals of employees **Customers Employees** Provide societal value Bring employees' **Bring customers**' **Diverse-range of experts** hopes to life hopes to life **CHIBA BANK**



### **Group Governance**

Refine traditional business at existing group companies while expanding into new business areas



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