

Message from the President

**Aiming to be
the “Best Retail”
Banking Group
Rooted in the Region**



Strong Start for Medium Term Management Plan

The medium term management plan “Best Bank 2020 – 3 years of value creation” began in fiscal 2014. This plan made a strong start in its first year, with results exceeding annual forecasts.

Financial Results for the Fiscal Year Ended March 31, 2015

Looking at the Chiba Bank’s financial results for the fiscal year ended March 31, 2015, consolidated ordinary profit increased by ¥6.0 billion compared with the previous fiscal year, to ¥84.2 billion, and net income increased by ¥10.5 billion compared with the previous fiscal year, to ¥57.0 billion, marking record highs for both. The balance of loans increased by ¥378.1 billion from the previous fiscal year-end, to ¥8,461.1 billion. Among these, SME loans outstanding increased by ¥200.0 billion. Total deposits also increased by ¥611.5 billion compared with the previous fiscal year-end, to ¥10,733.3 billion, showing favorable changes in general. Moreover, the total capital ratio was 14.66% consolidated and 13.84% non-consolidated, maintaining excellent soundness.

Future Strategies

Going forward, we will assertively make investments for the future. We are expanding our locations in the center of Tokyo: in July of this year we turned the Shinagawa Corporate Banking Office into a branch, and in October we will open a new Ebisu Corporate Banking Office. For branches within Chiba Prefecture, in addition to moving into new buildings and making improvements, we will further expand channels and reform our business to realize next-generation banking, such as opening an Internet Branch in August 2014.

Customer First Policy

In recent years, the environment surrounding financial institutions has been subject to dramatic changes. One of the things that I believe remains important in bank management is a “customer first policy” with priority on regional growth. Our bank cannot grow without regional growth. As a group, we will create and continue to offer next-generation financial services and new value to our customers.

For example, we offer ABL (Asset-Based Lending) and loans for intellectual property, and strengthen initiatives for corporate profitability assessments through proposals for client growth and improved management. Rather than simply dealing with capital demands, we will also firmly endeavor to make proposals that will increase customers’ sales and reduce their expenses.

Demonstrating Combined Group Strength

We are also promoting combined group strength to forcefully implement the medium term management plan. Going into this year, we have decided on new initiatives such as intermediation of lease transactions by the Bank itself and Chibagin Asset Management’s entry into investment trust management. We will continue to work with a spirit of challenge, persist in our proactive approach, and aim to be the “best retail” banking group that customers will choose even in this era of major competition.

Facilitating Women’s Active Role at Work

In fiscal 2014, our activities promoted diversity, with a focus on active roles for women. I participated in a meeting held by Japan’s Gender Equality Bureau Cabinet Office to promote active roles for women at the workplace. In addition, the Chiba Bank has announced numerical targets for women in management positions, established a Diversity Management Division, and opened an employer-provided childcare service, managed jointly with the Chiba Institute of Technology.

In order to promote such initiatives throughout the banking industry as a whole, a meeting of regional bank presidents to promote the creation of “A Society in which Women Shine” was held, in which the presidents of 64 regional banks from around Japan participate. The meeting began in November 2014, and one of the initiatives, a “regional bank talent pool,” was launched in April 2015. Aimed at supporting the continuation of careers of female staff members from regional banks who have had to leave their jobs due to reasons such as marriage or their partner’s job transfer, the initiative introduces their new locations to regional banks in their new areas.

Becoming a Strong Organization through Diversity Management

The Chiba Bank believes that diversity, including the facilitation of women’s active role, is a management strategy. It is important to produce a creative organization that can deal with environmental changes quickly with diverse personnel, including women, people from overseas and disabled persons, and bringing out the best in each other. In March 2015, we held a Diversity Forum within the Chiba Bank, at which a “Diversity Action Declaration” was announced externally, based on repeated explanation of the necessity of diversity management within the Chiba Bank and the type of organization we should aim to become.

Participation in Planning Regional Revitalization

Regional revitalization initiatives are set to be accelerated nationwide during this fiscal year. We believe that participation in planning regional revitalization is an extension of the various initiatives that the Chiba Bank has carried out to date for regional development.

As well as having a network of 160 branches within Chiba Prefecture, the Chiba Bank also designated banking facilities in 44 of the 54 municipalities within Chiba Prefecture. Further, we want to capitalize on the strength of our research institute and cooperate positively to ensure that any plans will help future growth in Chiba Prefecture.

Hidetoshi Sakuma

Hidetoshi Sakuma, President

◀ What is regional revitalization?

In December 2014, the Japanese government proposed a comprehensive creative strategy focused on towns, people and work, with local governments expected to draw up local strategies based on their population movement and regional characteristics, and to promote various measures for the continuous growth of local societies. The Chiba Bank organized a regional revitalization conference for related divisions, and has proposed a support program for regional revitalization to local governments. These initiatives compile the areas and systems of support expected of regional financial institutions. As a result, policies linked with local governments are already emerging.

