

● Alliance Strategies

The Chiba Bank is leveraging various alliance frameworks in its pursuit to provide customers in the region with a range of benefits. We believe the optimal alliance model for regional financial institutions is to collaborate in areas where collaboration is possible, while remaining rooted regionally. In our view, such alliances will generate much larger benefits than would the action of integrating as a single bank, and the alliances also lead to higher profits and corporate value for the Chiba Bank.

● New Alliance Model for Regional Banks



Strategic Alliances

In the Chiba-Musashino Alliance with the Musashino Bank, the two banks, both of which are based in the Tokyo metropolitan area, have agreed to collaborate in a wide range of fields. In the TSUBASA Alliance, seven regional banks with total assets of over ¥50 trillion are partnered over a broad geographic area, and the collaboration, which began with sharing systems, is currently expanding to various operational areas. Moreover, the Chiba Bank is also establishing joint

operations with other financial institutions in Chiba Prefecture, primarily in order to reduce costs.

The purpose of these alliances is to speedily execute initiatives as a regional financial institution that helps raise profit and service levels for local customers. While constantly considering what we can do to make this possible, the Bank intends to further strengthen the frameworks for regional bank alliances that forego the implementation of management integration.

Chiba-Musashino Alliance

In March 2016, the Chiba Bank concluded a comprehensive alliance with the Musashino Bank, which is based in Saitama Prefecture. Under this alliance, rather than a merger, the two banks will work swiftly to prioritize the enactment of measures from which tangible economic benefits can be expected, maintaining their strong regional commitments.

Since the start of the alliance, various measures have been quickly realized through conducting planning and preparations in all divisions across both banks. Moreover, in the fiscal year ended March 31, 2018, major initiatives were launched that included the opening of Chibagin Securities branches in Saitama Prefecture and collaborating in inheritance-related operations.

The Chiba-Musashino Alliance Co., Ltd., established jointly by the banks in April 2017, has also begun full-fledged operations, providing functions indispensable to the alliance's aim of implementing quick and agile collaborations. Through the Alliance Promotion Committee, officers from both banks hold discussions on the medium- and long-term development of the alliance and make recommendations to the banks. Personnel at various levels at the Head Office and branches actively interact with one another, providing additional stimulus to each other fostering a climate of self-improvement as well as positive, friendly rivalries at both banks. This climate is helping to boost motivation and raise the overall quality of operations.

The alliance measures agreed to by the banks thus far are expected to generate more than ¥10.0 billion cumulatively over five years, exceeding initial estimates. Many measures have also been established that will enhance services to customers, expand the scope of solutions, and help develop personnel and further advance management at both banks. Going forward, we plan to continue expanding the scope of the partnership.



TSUBASA Alliance

The TSUBASA Alliance has the participation of seven prominent regional financial institutions that occupy large shares of their respective operating areas (Chiba Bank, Daishi Bank, Chugoku Bank, Iyo Bank, Toho Bank, North Pacific Bank, and Hokuetsu Bank). This trans-regional partnership is being deepened through collaborations across broad areas, starting with joint system development and operation and extending to joint customer referrals, joint arrangement of syndicated loans and other operations.

The joint-use mainframe system put in place by the Chiba Bank, the Daishi Bank and the Chugoku Bank is operating stably, and full-fledged planning is currently underway at the North Pacific Bank, which has finalized an agreement for system operations in FY2022, and at the Toho Bank as well. Furthermore, the Chiba Bank and the Daishi Bank are making steady progress toward sharing administrative operations, instituting the joint management of exchange transactions, and establishment, revision and abolition of certain administrative processes.

The quantitative benefits since the alliance first started, primarily reduced costs from system sharing, are estimated to exceed ¥8.5 billion for the Chiba Bank alone. Going forward, the banks plan to share expertise and ideas and actively consider progressive initiatives found nowhere else.



The logo created as a part of the branding process is a bird in flight whose wings are formed from individual feathers being joined together. It was designed to represent the partnership and progress of the member banks.