



The Chiba Bank website
[IR Library]



Chiba Bank IR Day (DX・AI)



April 4, 2025

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Chiba Bank
Managing Executive Officer
(Group Chief Digital Transformation Officer)
Hideki Shibata

Joined to Chiba Bank in 1994
Served as General Manager of overseas representative office, General Manager of branch in Chiba prefecture, General Manager of Human Resources Development Office, General Manager of Digital Innovation Division, Executive Officer and General Manager of Digital Strategy Division. He has been appointed to the current position since April 2025.



Chiba Bank
General Manager of
Digital Strategy Division
Kyoko Ito

Joined to Chiba Bank in 2021
Joined to the bank as a career hire after working for IT startup company and as the head of DX division of media company.
Served as General Manager of Digital Innovation Division and Business Planning Division, and the General Manager of the Digital Strategy Division. She has been appointed to the current position since April 2025.



EDGE Technology
President and
Representative Director
Yuta Shimada

Worked for 10 years in the Japanese subsidiary of Saxo Bank, a European bank specializing in electronic trading.
Director, EDGE Technology in charge of sales since 2019. In 2024, he was appointed to President and Representative Director.

DX strategy

- ◆ **The number of registered Chibagin app is expected to reach 1.50 million in the final year of the current mid-term plan.**
About one-fourth of Chiba Prefecture's population has registered the app, and **DX of the Group contributes to the DX of the region itself.**

[App]

- ◆ After the renewal of the app in April 2020, expanded functionality through scratch development and **received high evaluation from the app store, while 30% to 40% of transactions shifted to digital.**

[TSUBASA Alliance]

- ◆ With the progress of digitization and paperless processing, **began to study the concept of a joint office center.**

[Non-Financial Business]

- ◆ **Expand efforts to utilize NFT, Metaverse, etc. Gradually incorporate AI know-how** through personnel exchange with Google (role-playing AI "Scenario-kun")

Strengthening AI utilization

- ◆ Aiming to generate synergy of 3 billion yen cumulative over 5 years by making Edge Technology a subsidiary and PMI

[Utilization Domain I Enhancement of digital contact with customers]

- ◆ Aiming to enhance One-to-One marketing and further improve customer experience by enhancement of the Needs Rank Model.

[Utilization Domain II Enhancement of the Chiba Bank Group's business activities]

- ◆ Achieve automation in an unprecedentedly wide range of business domains by the utilization of AI.

[Utilization Domain III Enhancement of customer business activities]

- ◆ Provide optimal services tailored to the scale and needs of customers, and support data utilization in all areas.

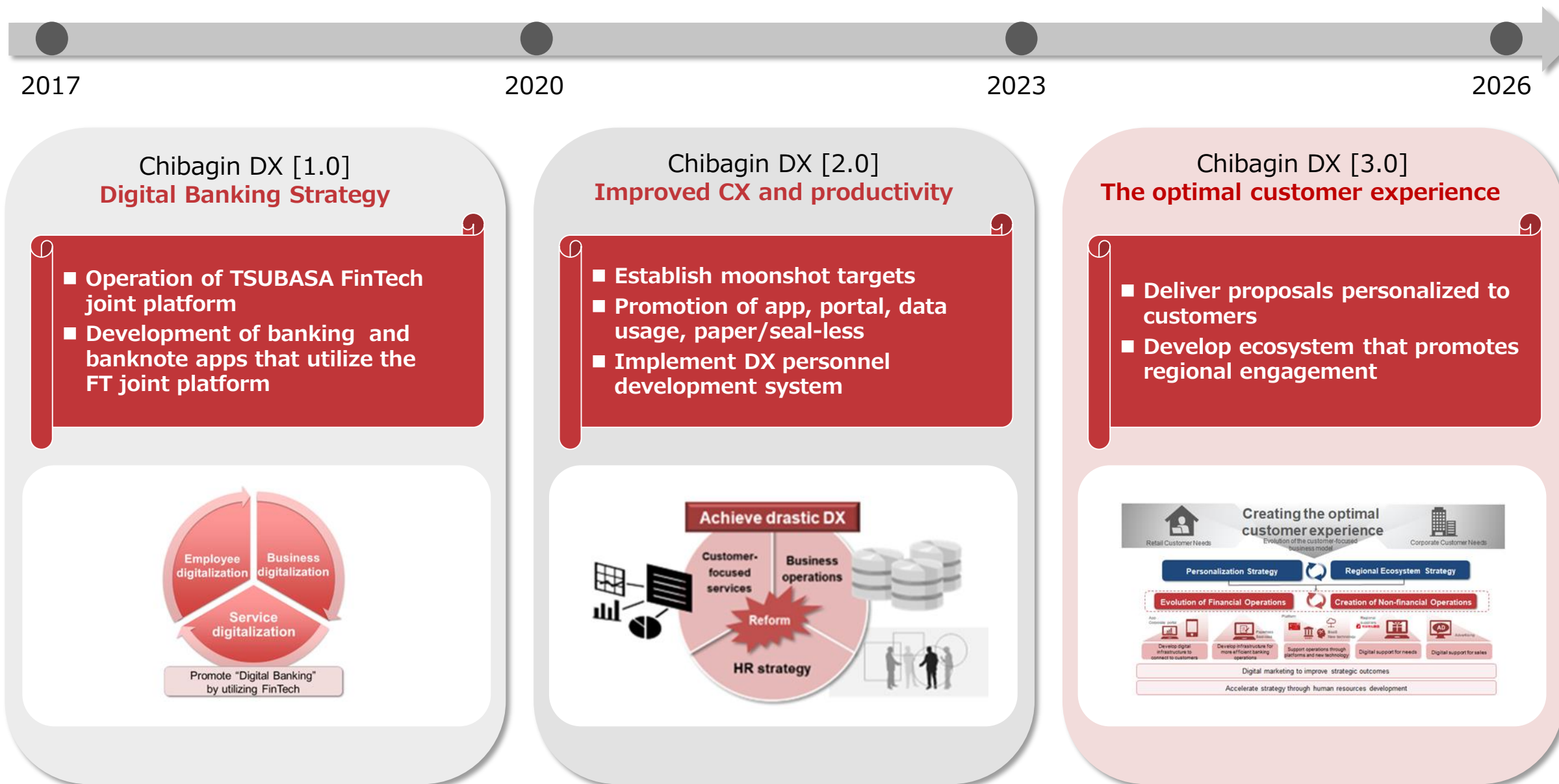
[Utilization Domain IV AI education]

- ◆ Aiming to become an AI-native company by raising the level of AI human resources development through cooperation with EDGE Technology.

DX



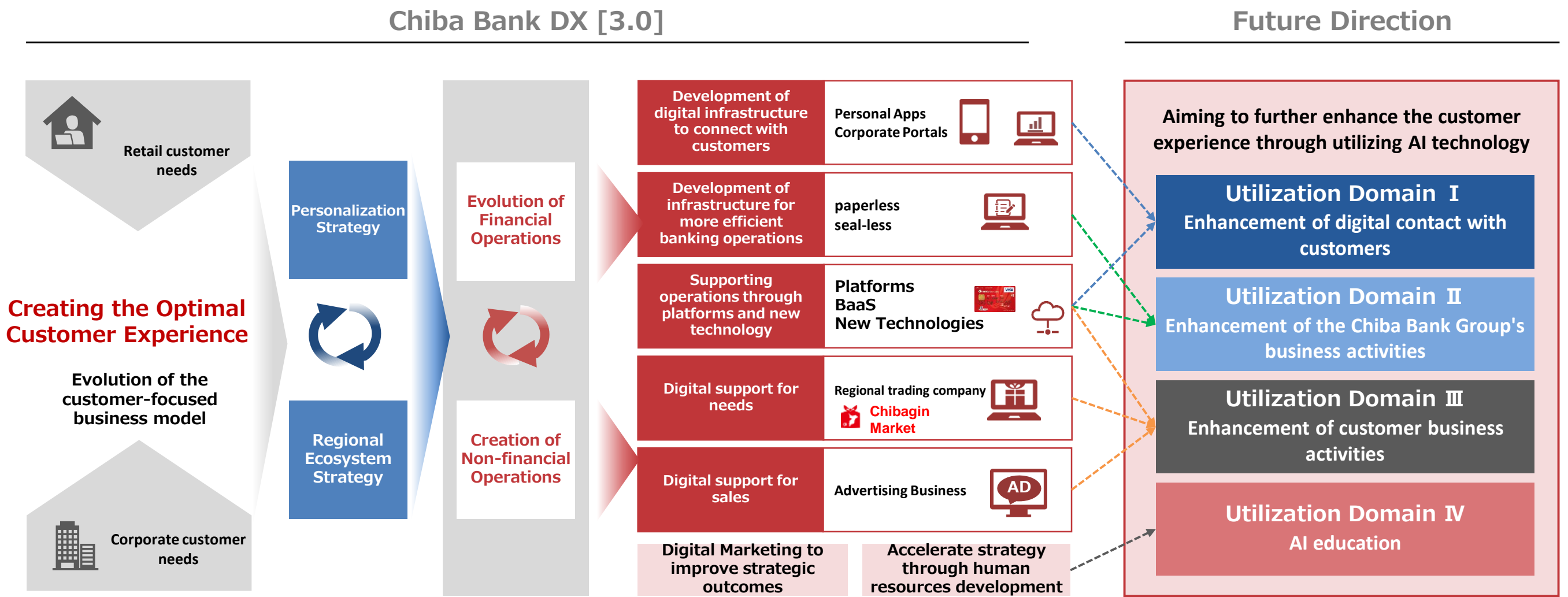
Creating maximum customer value through DX strategy



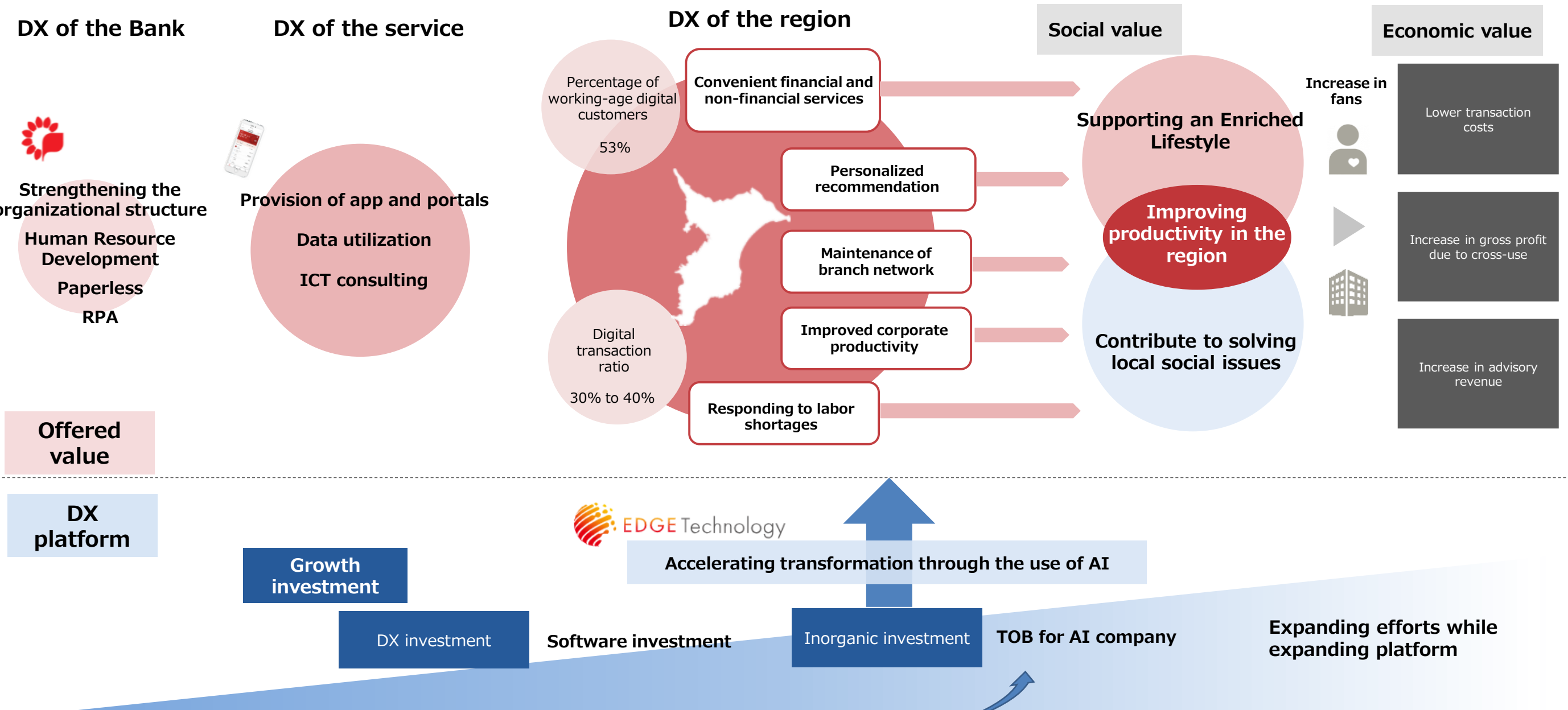
Evolution of the customer-focused business model



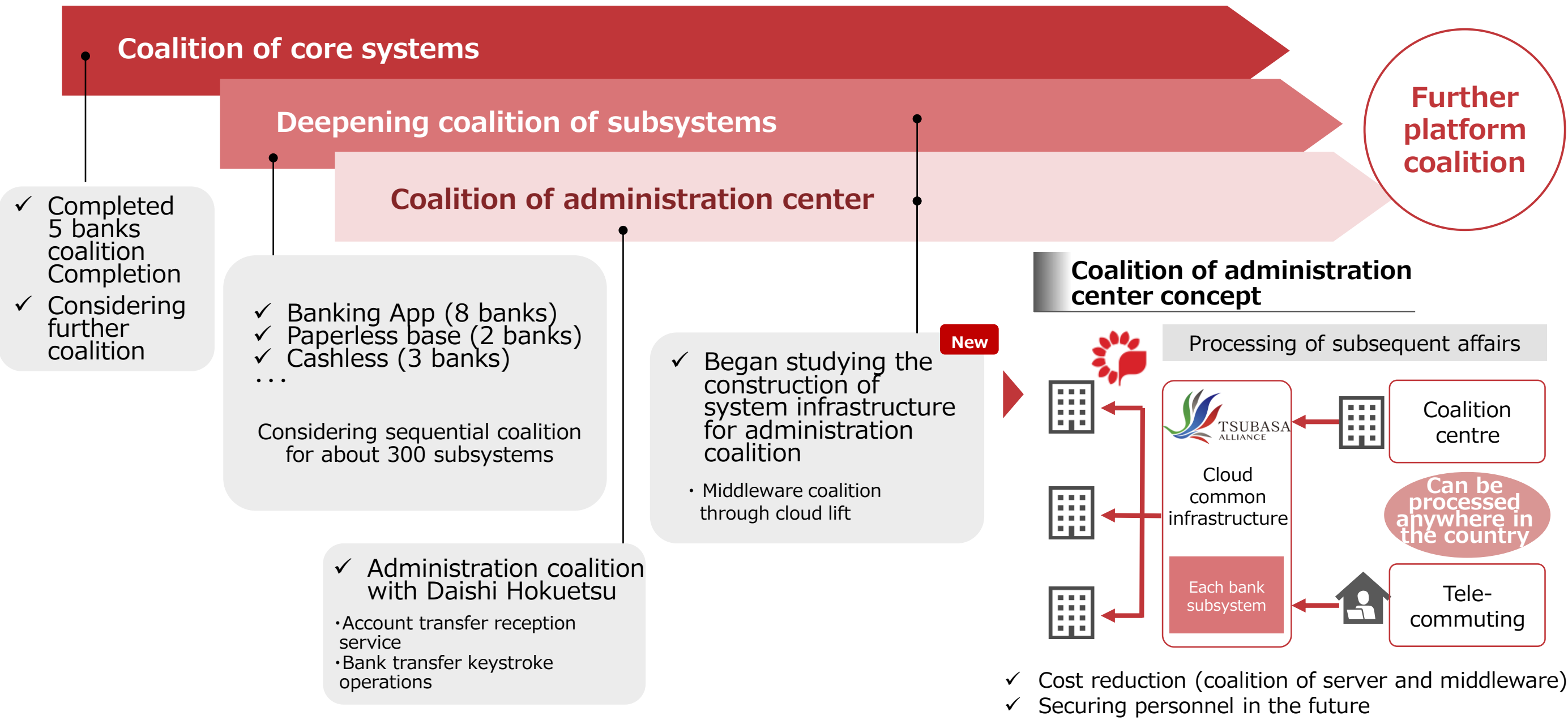
Utilizing AI technology in each business area to further advance the "Creating the Optimal Customer Experience"



Aiming for the "Region-wide DX" to improve productivity in the region

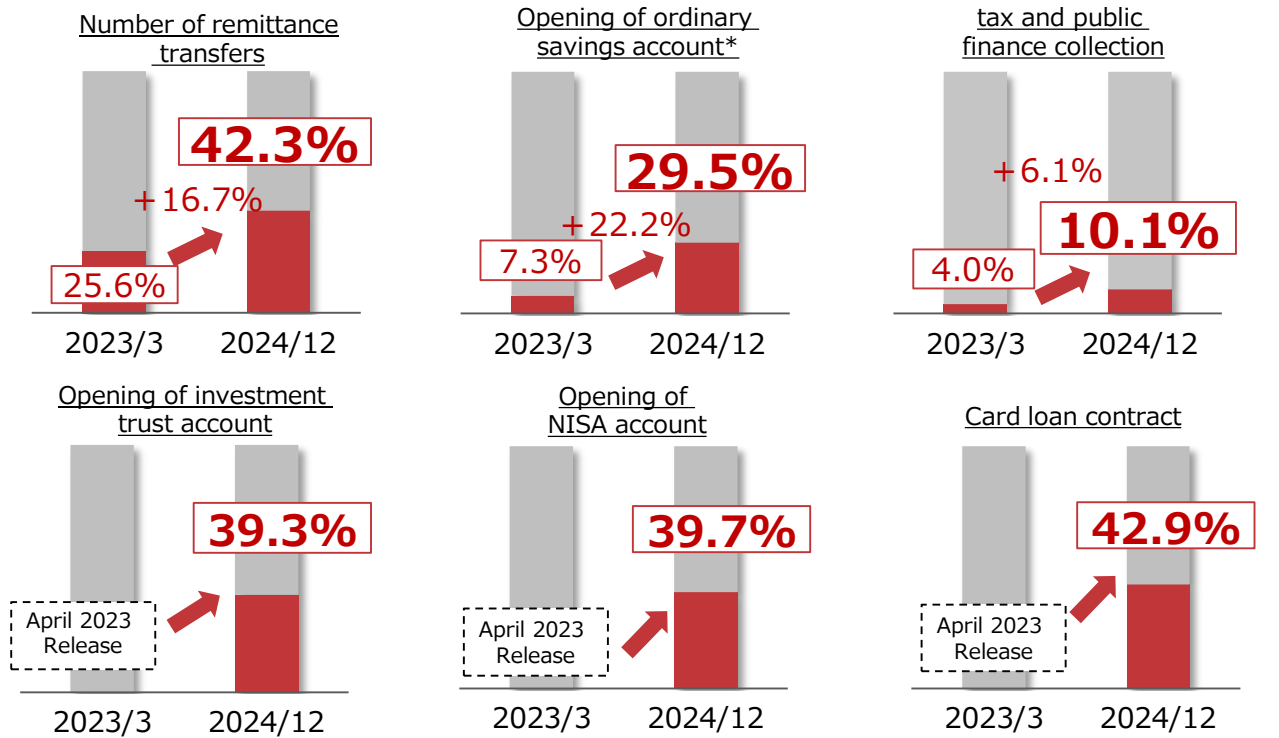


Progress in coalition including subsystems. Considering the possibility of coalition of administration center with other participating banks in the future.



Transforming customer experience by achieving proposals that meet customer needs in a timely manner in all channels

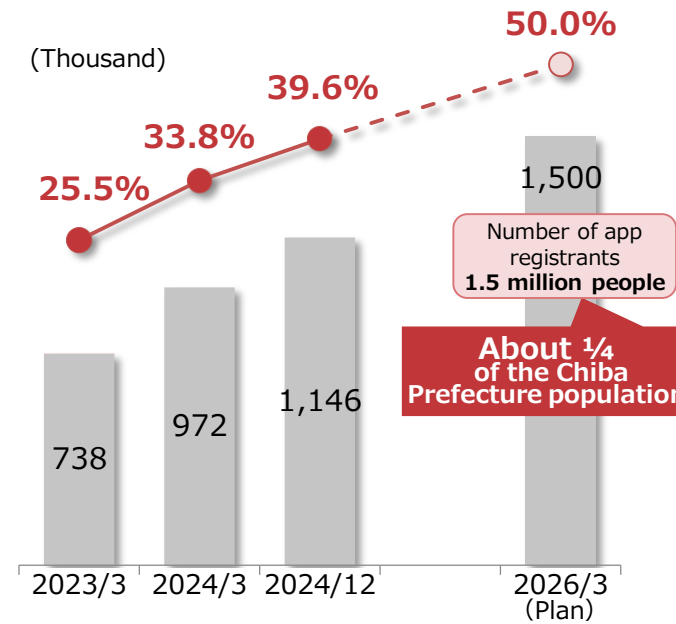
Percentage of transactions using app (monthly comparison)



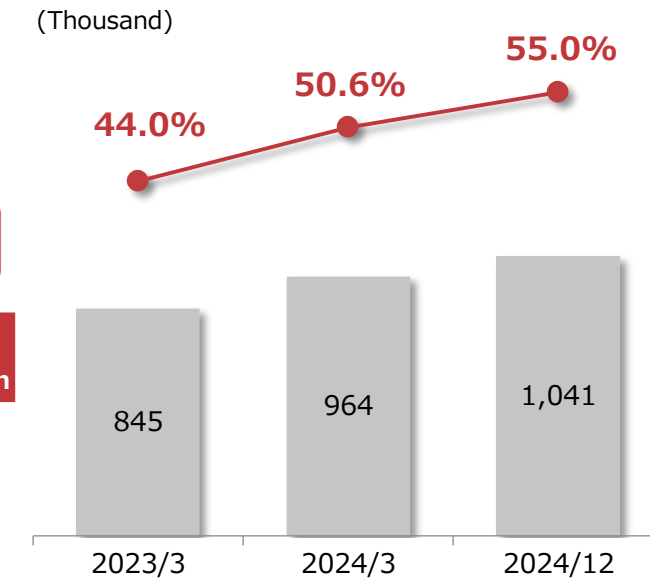
※ Only open ordinary savings accounts is web accounts opening

Registration / Status of utilization / Evaluation

Operating customer penetration rate*1



Number and percentage of working-age digital customers *2



Effect of digitization on outgoing transfers

Overall outgoing transfers	FY2020 1H	FY2024 1H	Rate of increase
Number of cases	2.69 million	3.76 million	+39%
Fees	0.76 billion yen	1.01 billion yen	+32%

Number of transfers ↑
Total transfer fees ↑
Transaction Cost ↓

Ratio of monthly active users *3

79.4%

(Average of FY2024 1H)

Evaluation of application store

App store ★4.6/5 Google play ★4.5/5

(as of March 31, 2025)

*1 Number of borrowers registered to the corporate portal ÷ number of corporate borrowers

*2 Number of digital customers aged 15 to 64 ÷ number of customers aged 15 to 64

*3 Number of users who launched the app at least once a month / Number of registered users of the app at the end of the month

Developing an app that can solve any problem

	Implemented already	Future plans	
		FY3/26	From FY3/27
Expand functionality Familiar financial services via the app Digitalize branch transactions	<ul style="list-style-type: none"> Barcode payment Payments/transfers Balance/transaction statement Timed deposits/cancelations/account openings Online account openings/transfers Public personal authentication 	<ul style="list-style-type: none"> Notification function Registration of public money receipt account Ongoing customer management special-purpose deposit 	<ul style="list-style-type: none"> Installment fixed deposit
Fulfillment of financial services Convenient and safe services	<ul style="list-style-type: none"> Loan repayment schedule In-app loan Trust Inquiry Trust account openings Early repayment of residential loans 	<ul style="list-style-type: none"> Fund wrap balance 	<ul style="list-style-type: none"> Securities account balance Foreign currency deposits/insurance
Connect to life Collaboration with other services	<ul style="list-style-type: none"> Google Pay/Apple Pay Unified local tax QR API collaboration 		<ul style="list-style-type: none"> Collaboration with local governments, other industries, My Number system
Increase customer contact points Personalization Transaction/asset visualization, proposals tailored to customers	<ul style="list-style-type: none"> App promotion incorporating data analysis results Notice of debit schedule Engagement tool 	<ul style="list-style-type: none"> LP simulation 	
Improved UI/UX Comfortable smartphone experience Simple operation, exciting design	<ul style="list-style-type: none"> Customization Passbook mode (detail search, memo registration, etc.) Continual improvement of conducting wire, buttons, etc. 	<ul style="list-style-type: none"> Continual improvement of UI/UX Authentication collaboration to other channels 	
Communication Consulting anytime, anywhere Smooth communication/coordination with in-person transactions			<ul style="list-style-type: none"> Chat/online consulting, etc

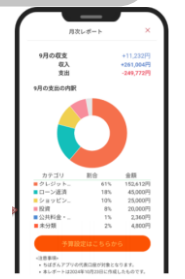


Solve any problem through a single channel

New — Add new functions

Money reports (Oct.2024)

- Daily transaction and deposit/withdrawal information visualized in graphs, reports, alerts, etc.
- Providing customers with “money awareness” and offer proposals that meet their individual needs



Application for VISA debit card (Oct.2024)

Linkage with Chibagin Market (Nov.2024)

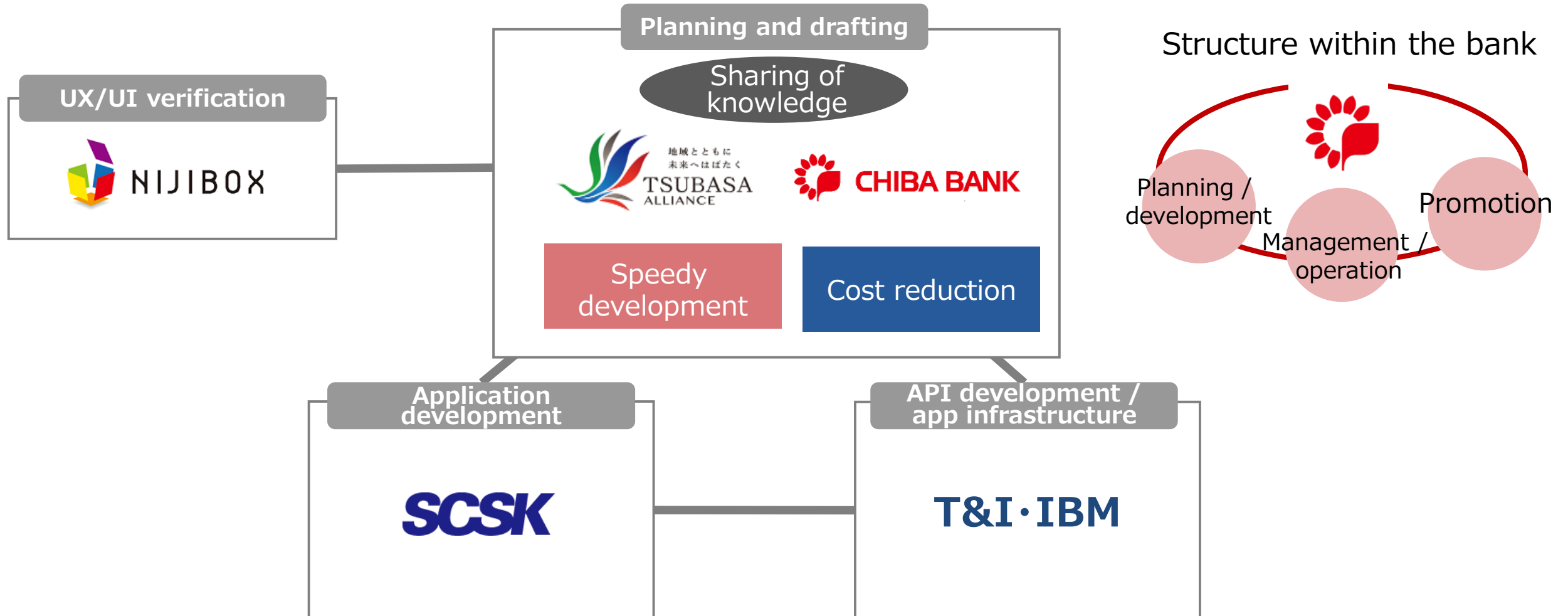
Notification function (Scheduled for May 2025)

Organizing a sustainable agile team

In-house development

Easy to design functions and make small-scale improvements. On the other hand, planning and development know-how from scratch is required.

Creation of sustainable development teams through design consulting, app vendors, etc.



Advancing new initiatives in non-financial sectors to meet a wide range of needs and diversify revenue stream

Non-Financial

Support operations through platforms and new technology

NFT PoC

- Issuance at various events

Meta-verse PoC

- Various events
- Housing exhibitions
- Content for younger generations

BaaS

- Sukupay payment integration

Anti-money laundering

- Establishment of TSUBASA-AML Center Co., Ltd
- Joint operation of core business


Considering future business utilization to build new customer touchpoints

Digital support for needs

Chibagin Market

STEP1
Regional products

Crowdfunding
Total of **244** projects
(As of the end of September 2024)



STEP2
Life events

Chiba Housing Concierge
Aiming for full-scale business expansion by FY3/26

STEP3
Lifestyle

Supporting consumption activities in the new normal

Google

JBP | Personnel exchange

Advancement of marketing and digital talent

Digital support for sales

Advertising business

Advertising Media business

As of the end of Sep. 2024
Operational rate **approximately 49%**
(total of 675 ad slots)

Advertising consulting business

- Web advertising operations
- SNS operations
- Website creation, etc.

■ Advertising business revenue (million yen)

FY3/24 2H	FY3/25 1H
56	113

FY3/26 (Plan)
0.3 billion yen

Meeting a wide range of needs

Diversification of revenue

Investigating the acceptability of new technology through various PoCs and considering its use in the banking business in the future / Incorporating AI know-how through collaboration with Google

NFT

Aqua-Line Marathon (Nov. 2024)



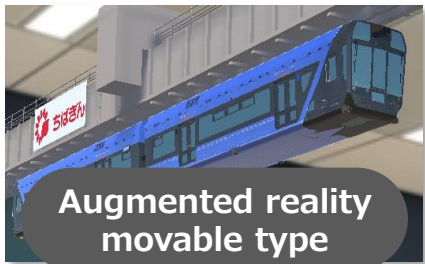
Approximately 14,000 cases

Chibagin Cup
J-League pre-season match (Feb. 2025)



Approximately 5,000 cases

Chiba Urban Monorail (Mar. 2025)



Now being distributed to approximately 1,600 parail purchasers through crowdfunding

Chibagin Market

Purchasing-type crowdfunding site



Boso Cross Railway Tasuki Project (Project started in Dec. 2024)



Chiba Urban Monorail Parail (Mar. 2025)



Metaverse

housing exhibition hall (Mar. 2024) Approximately 1,350 people



(completion of PoC)

Online game (Nov. 2024) Approximately 15,400 people (as of March 2025)



(PoC in progress)

Google

Marketing area
Joint business plan (JBP)
(Jan. 2024 to Dec. 2024)



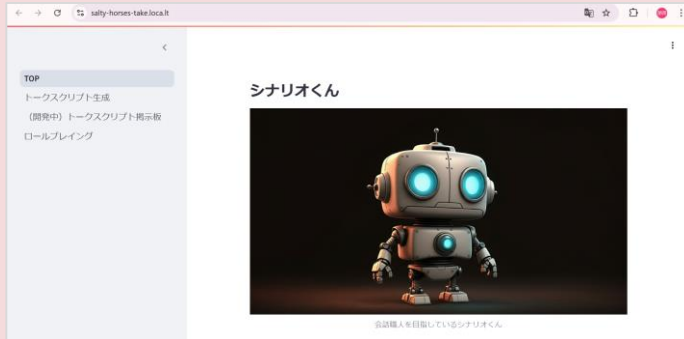
Continued collaboration after JBP completion

Human Resources Exchange
Google Advanced Solutions Lab
(From Jan. 2024)

Dispatch of a total of 10 people

Lectures and practical training from Google Specialist
Lecture about AI × Developing prototype

Developed AI application capable of generating talk scripts & conducting role-playing



Scenario-kun

Web application that allows bank employees to easily create talk scripts and role-play

Talk scripting function

Before

Talk script created by headquarter

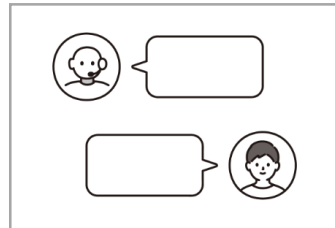


■ Talk script created by headquarter

- Discrepancy from what the frontline is looking for
- No opportunity for feedback from sales branches
- There is only a predetermined type of script

After

Create talk scripts with AI



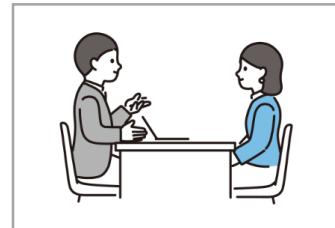
■ Talk script created by AI

- Can make their own talk scripts
- Flexibility to change the content according to your customer's information
- Can be generated in seconds

Role-playing function

Before

Face-to-face role playing



■ Face-to-face role playing

- Branches with a small number of people are difficult to implement
- Coordinating schedules with the other party
- Participants feel nervous because of the presence of the other party
- Burden on the feedback side

After

Role-playing with AI



■ Role-playing with AI

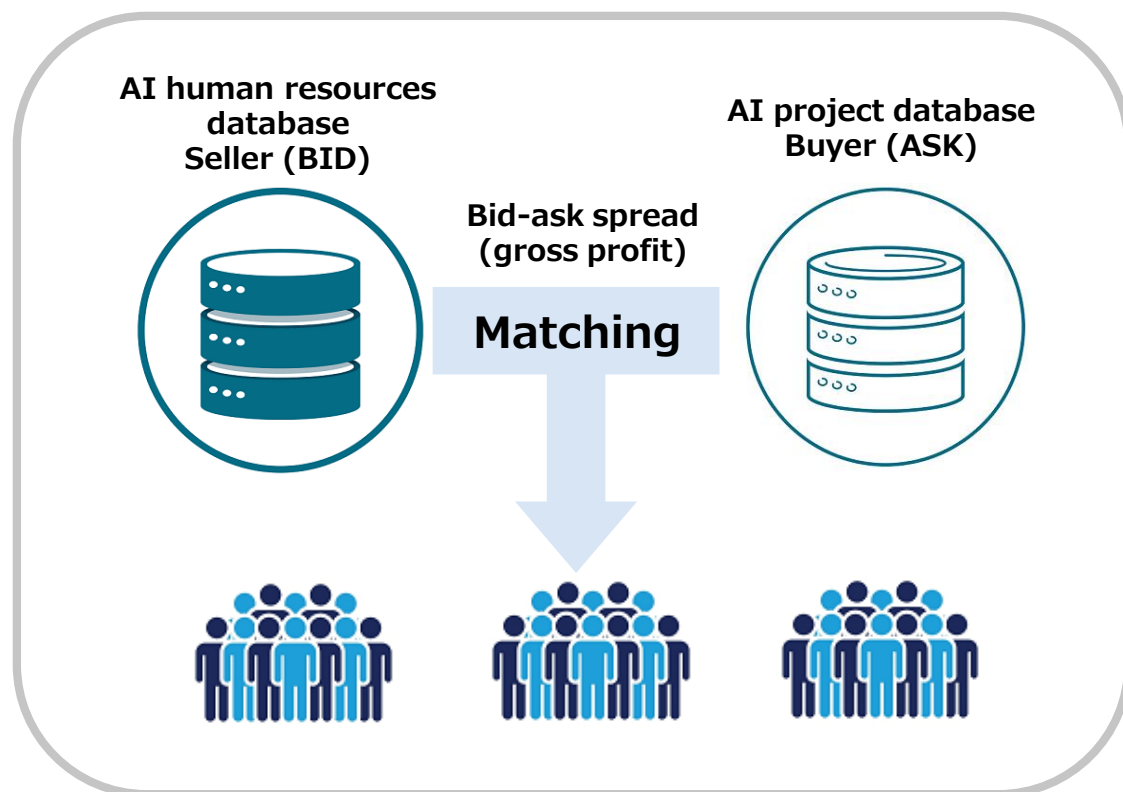
- Can practice regardless of the number of people
- Can be done at any preferred timing
- Allows for trial and error since the opponent is AI
- Feedback from AI is also possible

Strengthening AI utilization



- While being the company that develops AI on a contract basis, one of its features and strengths is that it possesses **one of the largest databases of AI human resources in Japan.**
- The company offers three services: an AI solution service to support AI development, an education service to train AI personnel, and an AI product service specializing in new sales.
- The company provides a wide range of support to companies working on AI development, and most recently has **100 employees working with approximately 240 engineers.**

Conceptual diagram of business model



Examples of clients

Business companies holding big data



Sier that lacks specialized personnel for AI development



Full Member of the Japan Deep Learning Association (AI Vendor)

Startups with large funding rounds

Enhancing expertise and proposal capabilities through the provision of AI services to customers in the local community



Purpose

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

Vision

An Engagement Bank Group that works closely with the community

Mid-term Plan

- I : Creating the optimal customer experience
- II : Enhancing the quality of existing business
- III : Providing new value

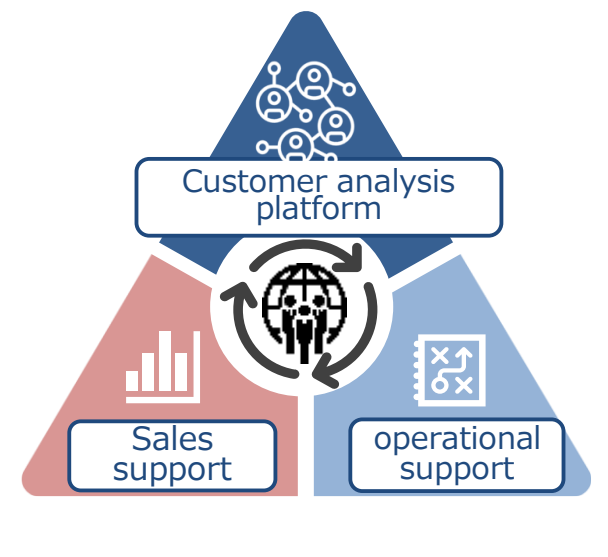
DX Strategy

- I : Personalization Strategy
- II : Regional Ecosystem Strategy

• **Strengthening solutions in the AI domain**

What we strive for in the area of collaboration

Enhancing expertise and proposal capabilities through the provision of AI services to regional customers



- Strengthening the customer base in the prefecture
- Strengthening of expertise in the financial sector

Corporate Philosophy

Bringing happiness to people around the world through technology

Basic Policies

- I : For the happiness of people around the world
- II : The age when humans create AI
- III : Optimal AI services

Business Strategy

Collaboration among AI Solution Services, AI Education Services and AI Product Services

Develop human resources that will enable the realization of both companies' Purpose and Corporate Philosophy

Promoting PMI for synergy creation. Concretize efforts in each synergy area.

PMI promotion system

Accelerate PMI to maximize synergies since TOB announcement

Overall PMI decision making

Board of Designated Directors

Progress management
Response policy report

Post Merger Integration Project Team

Examination
Execution of tasks

Strategic Planning Subcommittee

AI Business Subcommittee

Risk Management Subcommittee

Synergy creation

Anticipated synergies
5-year cumulative total

¥3.0 billion

Completed / in progress

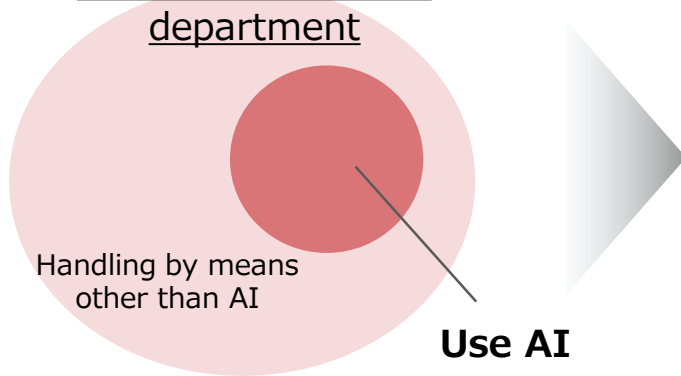
Future plans

Domain	Current status	Synergy assumptions (to be refined)
Utilization Domain I Enhancement of digital contact with customers	Establishment of "Marketing Model Upgrading Plan" for the Bank Realization of model sophistication and expansion of target models	Developing 15 models
Utilization Domain II Enhancement of the Chiba Bank Group's business activities	Study of areas for efficiency improvement through AI (Project #1) Expansion of Projects	150,000 hours saved
Utilization Domain III Enhancement of customer business activities	Confirmation of AI solution target companies' needs Provision of AI solutions to clients with identified needs	1,200 potential customers
Utilization Domain IV AI education	Introduction of "AI Job Colle" Systematization of AI / data human resource development	Become an AI-native corporate group

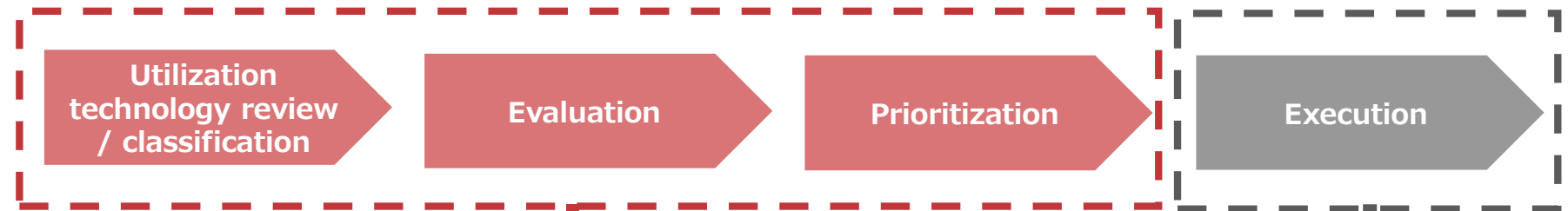
To accelerate the use of AI, we will scrutinize target operations for each technology used, prioritize them, and initiate development.

Use of data and AI to further strengthen One-to-One marketing

Business issues and operations to be upgraded collected from each department



Prioritize operations with potential for AI application by carefully examining the technologies to be used, and strategically implement them

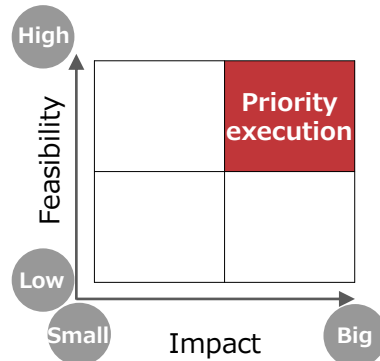
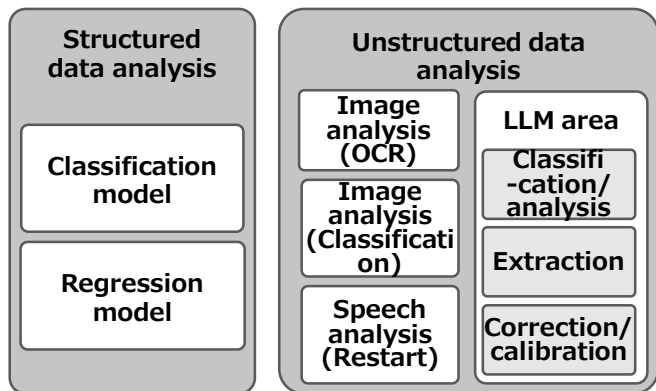


Prioritization after careful examination of target operations

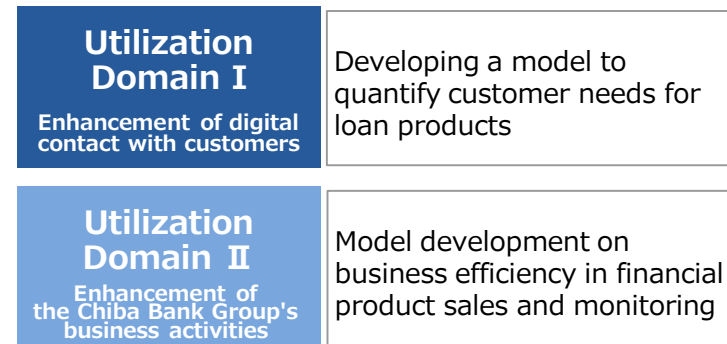
Start with high priority

Future prospects

Classification by application technology to maximize cost-effectiveness

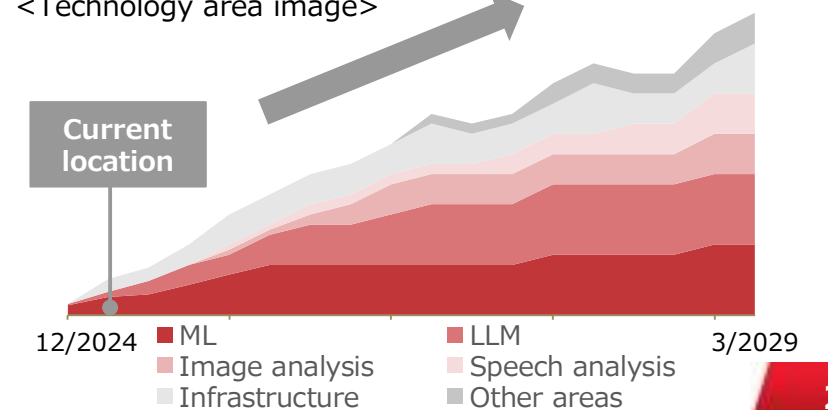


Initiate development of each domain I and II



Establishment of a system for each technical area → Accelerate the use of AI through future expansion

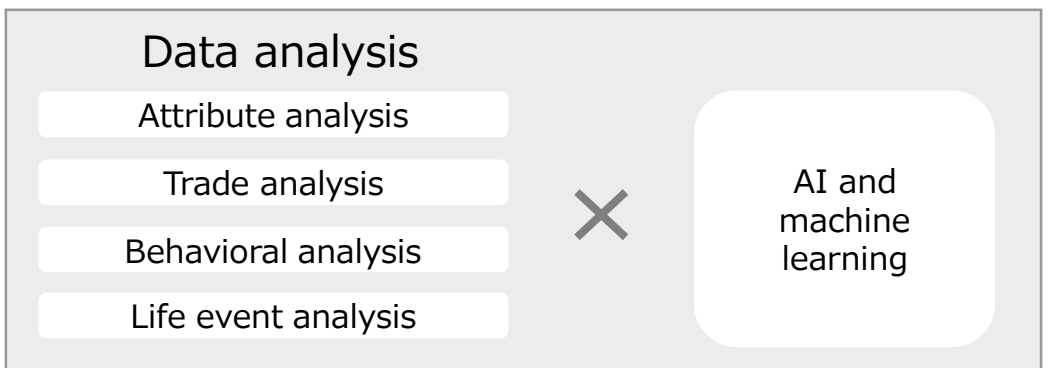
<Technology area image>



Aiming to enhance One-to-One marketing and further improve customer experience by upgrading the Needs Rank Model

Establishment of "Marketing Model Upgrading Plan"

Needs rank model



- ✓ Analyze the characteristics of users of the Bank's products
- ✓ Ranking customers who resemble the characteristics

Existing needs rank model

- Housing loan
- Home-renovation loans
- Education loan
- Will trust
- Regular investment NISA

Challenges

- ✓ Few target products
- ✓ There is room for improvement in accuracy
- ✓ Only outputs with high needs



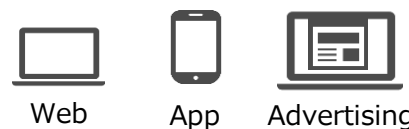
Support for upgrading

To expand and upgrade product recommendations

Recommend optimal approach channels



New data utilization



Enhance One-to-One marketing

Improve the revenue

Utilization of freelance human resources

Improve AI development environment



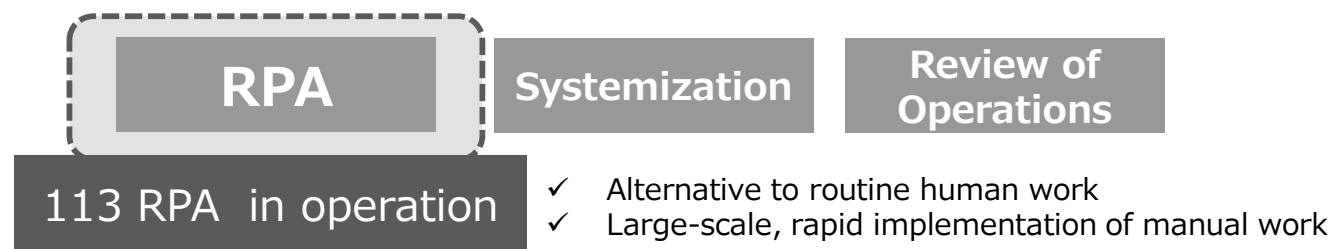
Leverage freelance talent with EDGE Technology contacts

Operate AI platforms

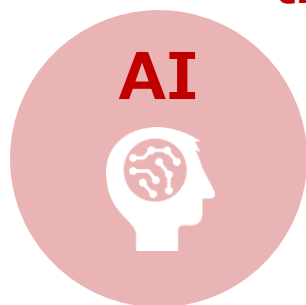


In addition to improving the efficiency of routine work, automation in a wide range of business areas will be realized by enhancing AI utilization

Improving operational efficiency to date



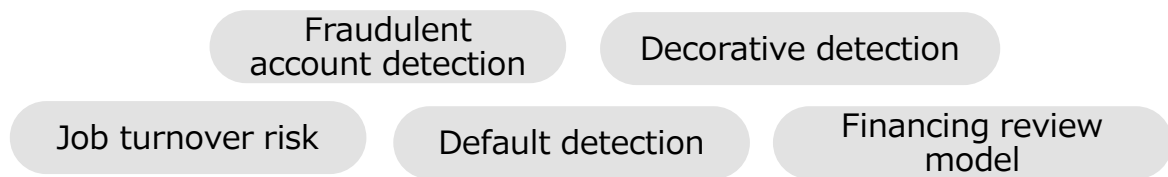
Acceleration of operational efficiency through the AI utilization



Automation in an unprecedentedly wide range of business areas

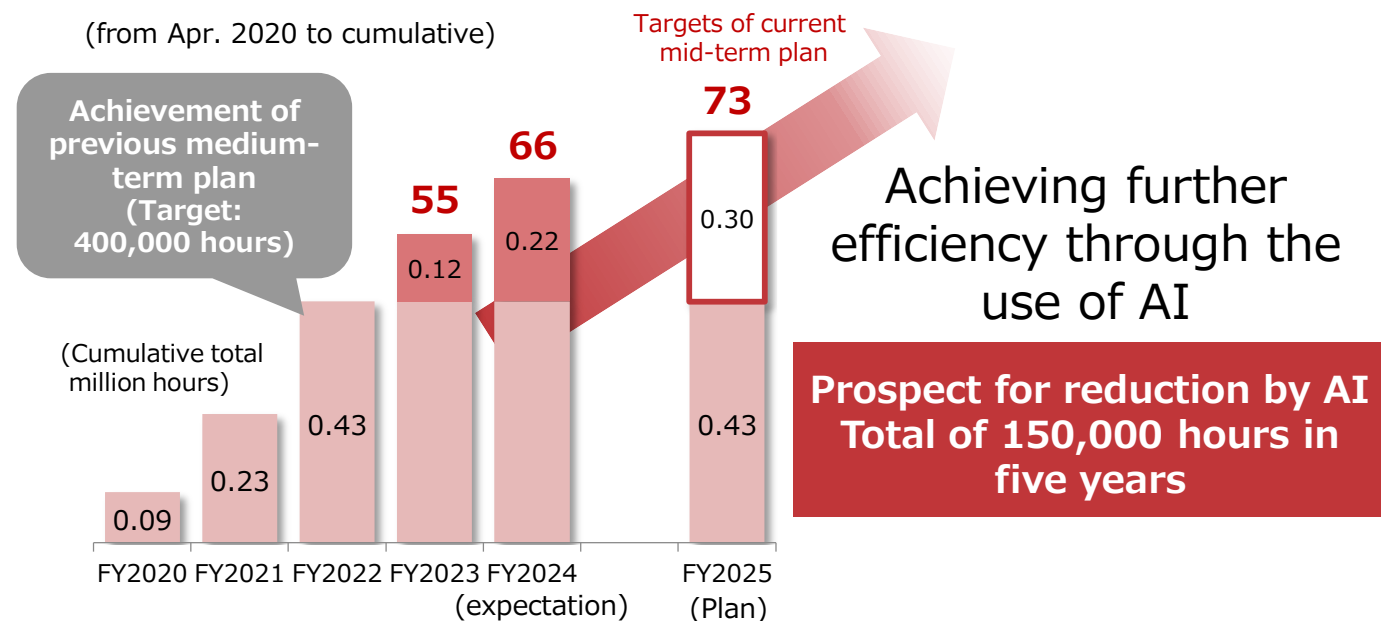
- ✓ Efficiency in areas where automation with RPA was difficult
- ✓ Alternative brain tasks such as language comprehension and writing

Consideration of use in a wide range of fields (image)



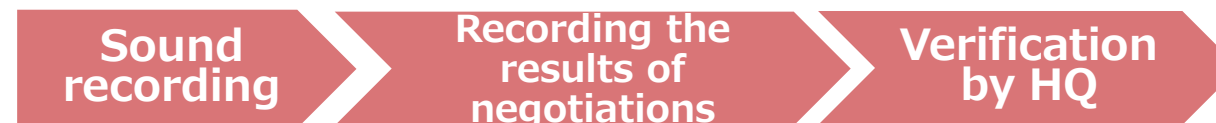
Volume of business reduction

(from Apr. 2020 to cumulative)



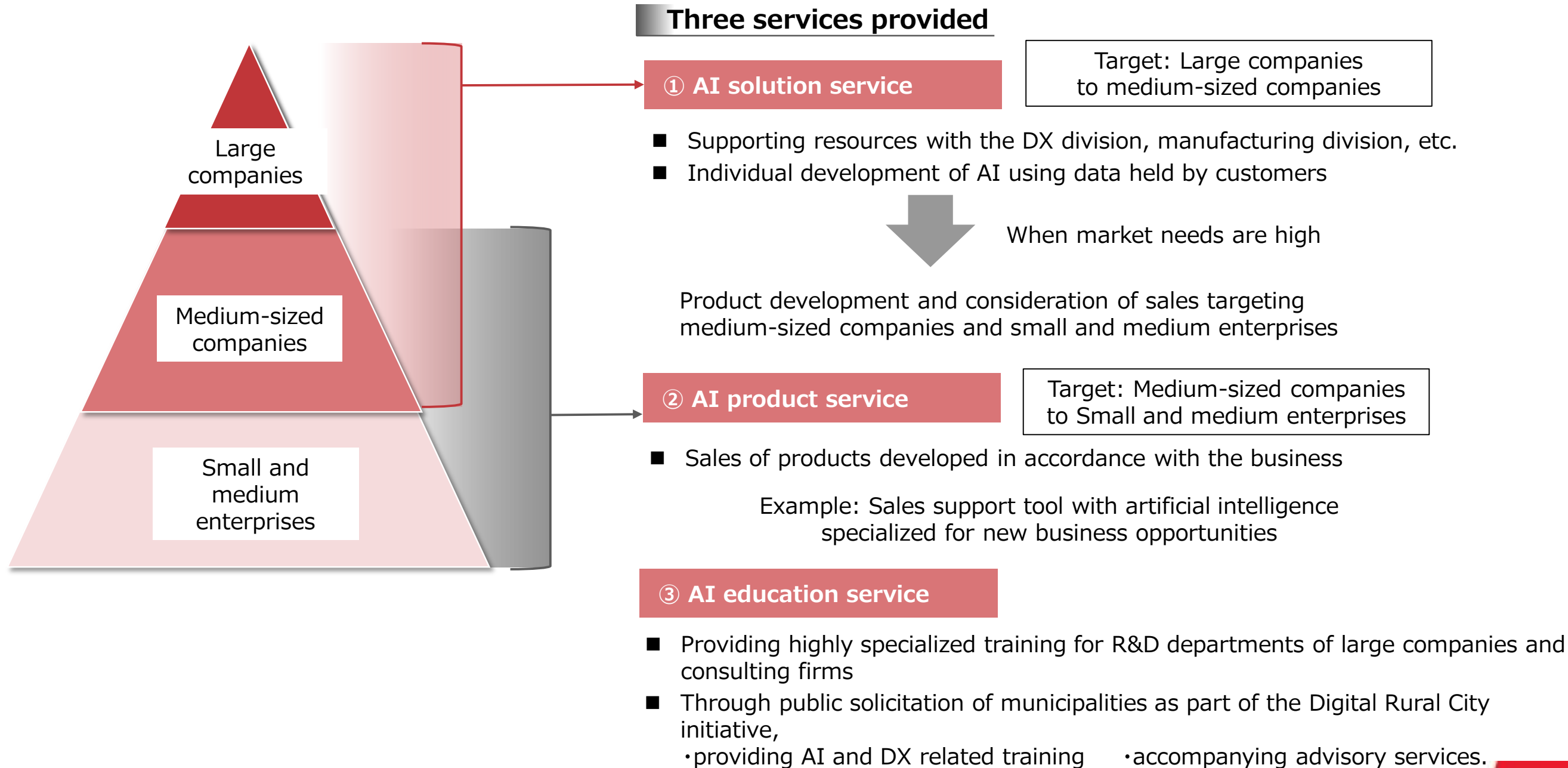
Example of AI utilization

- Monitoring of financial products sales (first installment)



- ✓ In-house recording and transcription systems
- ✓ Automation of registration operations
- ✓ Automation of candidate monitoring target extraction

Provide optimal services tailored to the size and needs of customers, and support the utilization of data in all directions



Industry : Manufacturing

Purpose of AI utilization : Utilization of personnel data

Project period: 5 months



Business issues

- The HR and Data Science departments were to work together on a data-driven HR strategy (people analytics), but the Data Science department did not have an employee with analytical experience in this area and needed expert advice.



AI utilization

- We researched and proposed data scientists who have been analyzing HR data for more than five years from the AI human resources database.
- Five months of accompanying support was provided for the use of data accumulated in talent management systems.



Effects

- After confirming the analytical requirements and organizing the data for the engagement survey, we advised on the analytical output and visualization methods.
- Creation of a business intelligence report visualizing the correlation between engagement, and performance, overtime, etc. for the HR department was completed.



Industry : Electricity and Gas

Purpose of AI utilization: Increasing operational efficiency

Project period: 9 months



Business
issues

- The company has developed and is operating a model that automatically calculates tank operations, which are the key to fuel supply, taking into account fuel calorific value, available tank capacity, facility constraints, and changes in demand.
- To improve prediction accuracy, they would like to improve the model to take into account pump ratings (a measure of how much pressure, flow rate, and temperature a pump can safely operate at to transfer fuel).



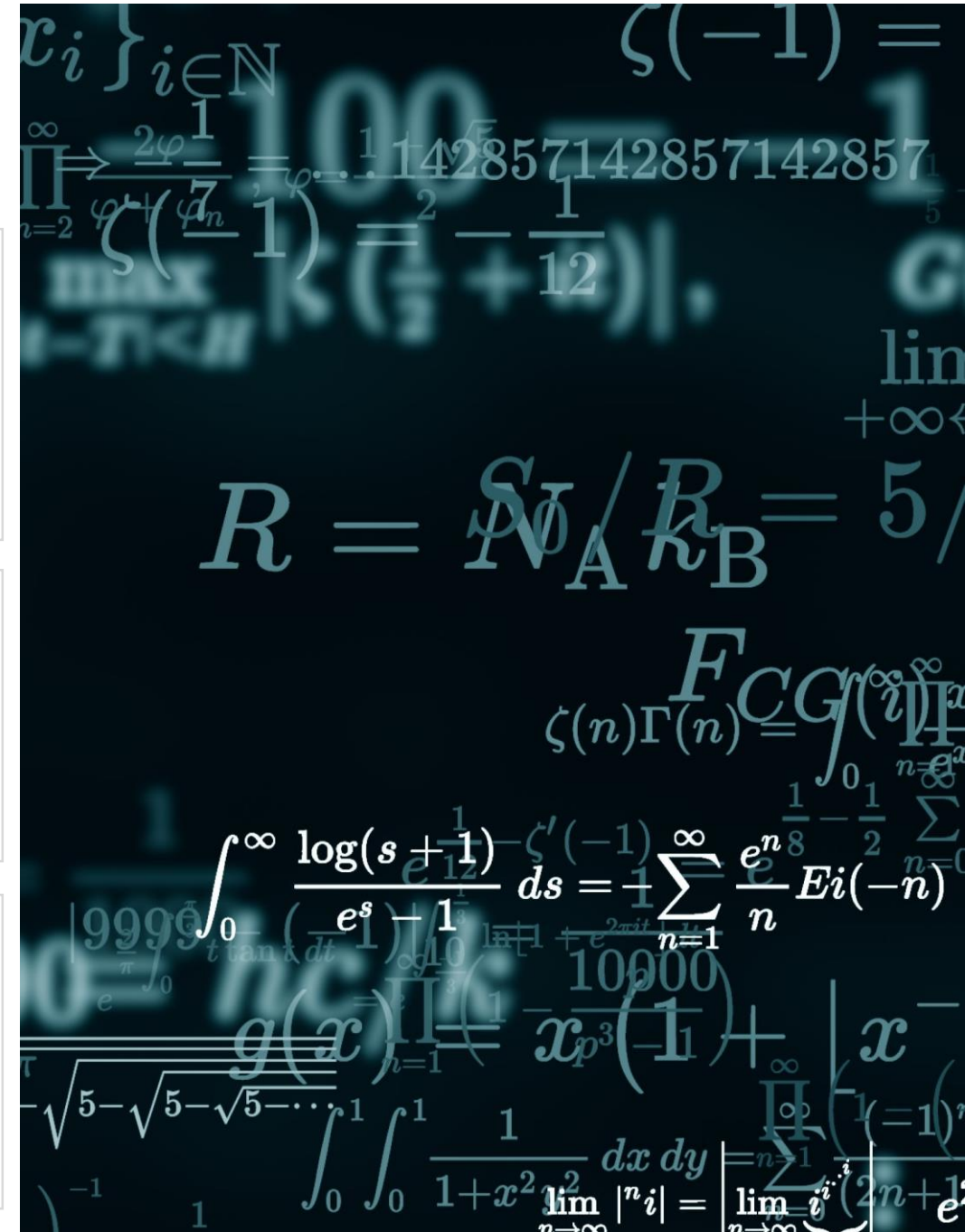
AI utilization

- Using a mathematical optimization solver, the current script was changed to a script that takes pump ratings into account.
- The mathematical optimization problem became larger by considering the pump ratings. The problem of not being able to solve the problem in practical computation time arose, but the algorithm and the weighting of the objective variable were modified to cope with the problem.



Effects

- The model was modified to take pump ratings into account and to be usable in actual operation, and implemented in the production environment.
- The developed algorithms, scripts, and experimental results were documented.



Industry: Information and communications

Purpose of AI utilization: Effective utilization of data

Project period: more than 28 months



Business issues

- As a strategic subsidiary of the group, it is responsible for strategic planning using data, but it was difficult to carry out the project at a satisfactory level due to the overwhelming lack of resources to solve the volume of issues commissioned by other group companies.



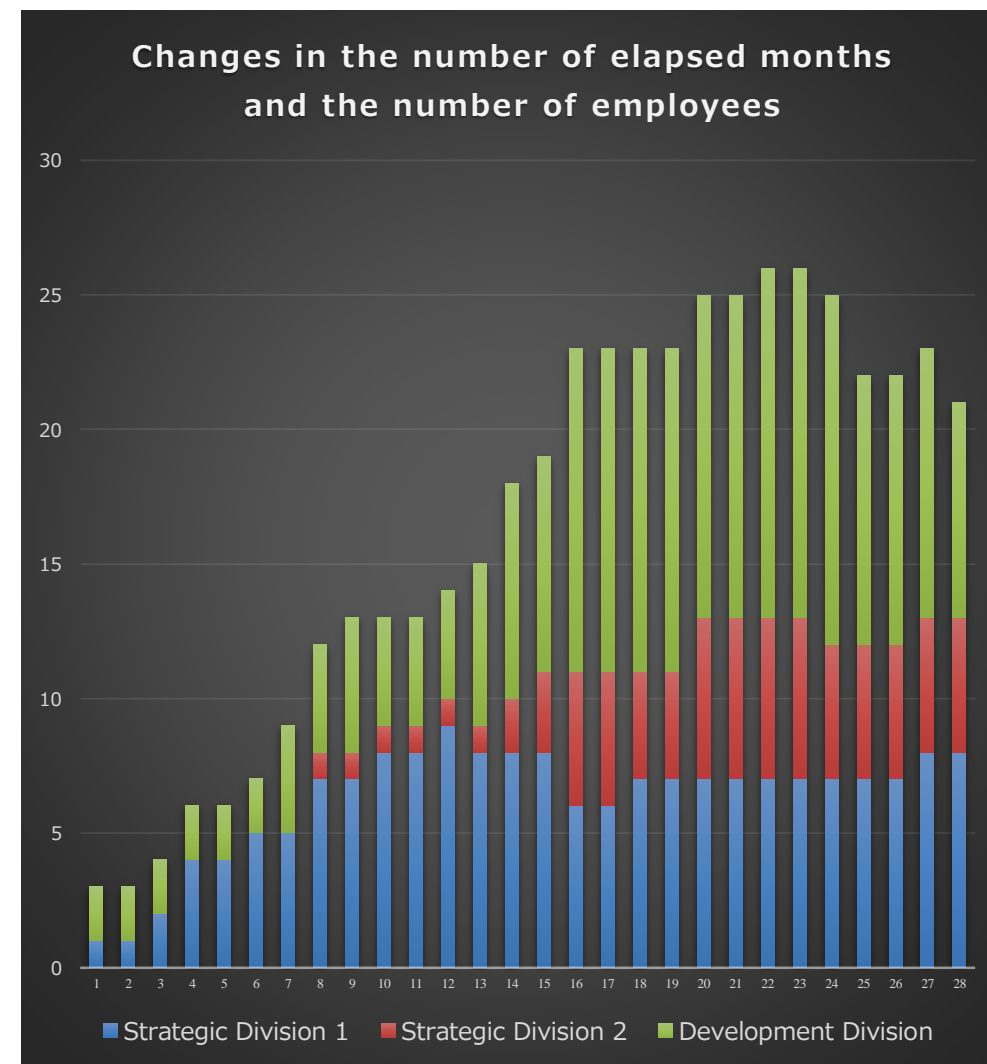
AI utilization

- Through in-depth discussions with the person in charge of overseeing the business division, the requirements for the necessary resources were clearly defined.
- We began procuring optimal resources from the AI human resource database for the three divisions under its control (Strategic Division 1, Strategic Division 2, and Development Division).



Effects

- The track record of supporting resources has increased over time, exceeding 20 employees in the 16th month.
- In order to strengthen the organization for the purpose of internalization, we are also supporting fee-based job placement (hiring from freelance to full-time employees).



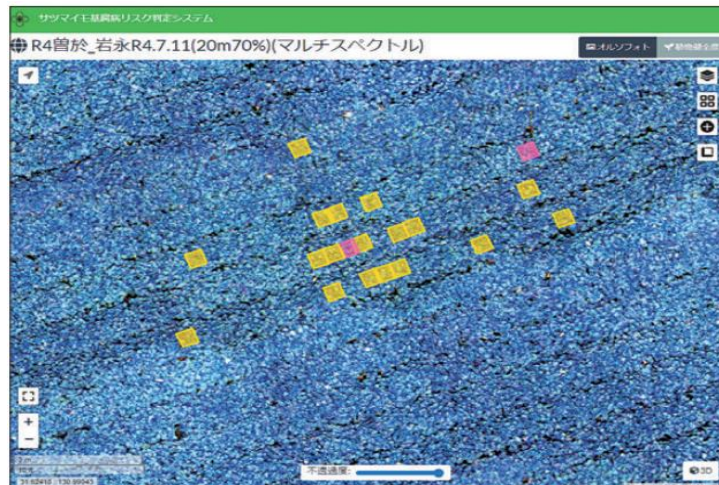
Promoting regional revitalization initiatives through AI

- The company is working to revitalize local communities through AI education, and has a large number of business dealings with local governments (15 deals over the past three years).
 - **Since there are few companies that can provide field work-type* AI training services**, the company has accumulated a track record in receiving orders through its proposals through public proposals.
 - The latest public offering in Ibaraki Prefecture goes beyond training services to support the creation of digitization plans.
- *Face-to-face case study training for local companies on-site visits to factories, farms and other locations

Kagoshima prefecture

Example of AI utilization in field work ①:
Technology for reducing foot rot disease in sweet potato production areas by using sensing drones and GPS levelers.

Automatically determines the risk of developing foot rot disease based on the shape of leaves in drone photos.



Source: Materials prepared by Associate Professor Eiji Kanda, Faculty of Agriculture, Kagoshima University

Shizuoka prefecture

Example of AI utilization in field work ②:
Automatic sorting of oranges.
Japan's first AI sorting plant.

Judges the appearance of oranges and eliminates damaged oranges with greater accuracy.



Source: JA Mikkabi Official Website

Ibaraki prefecture

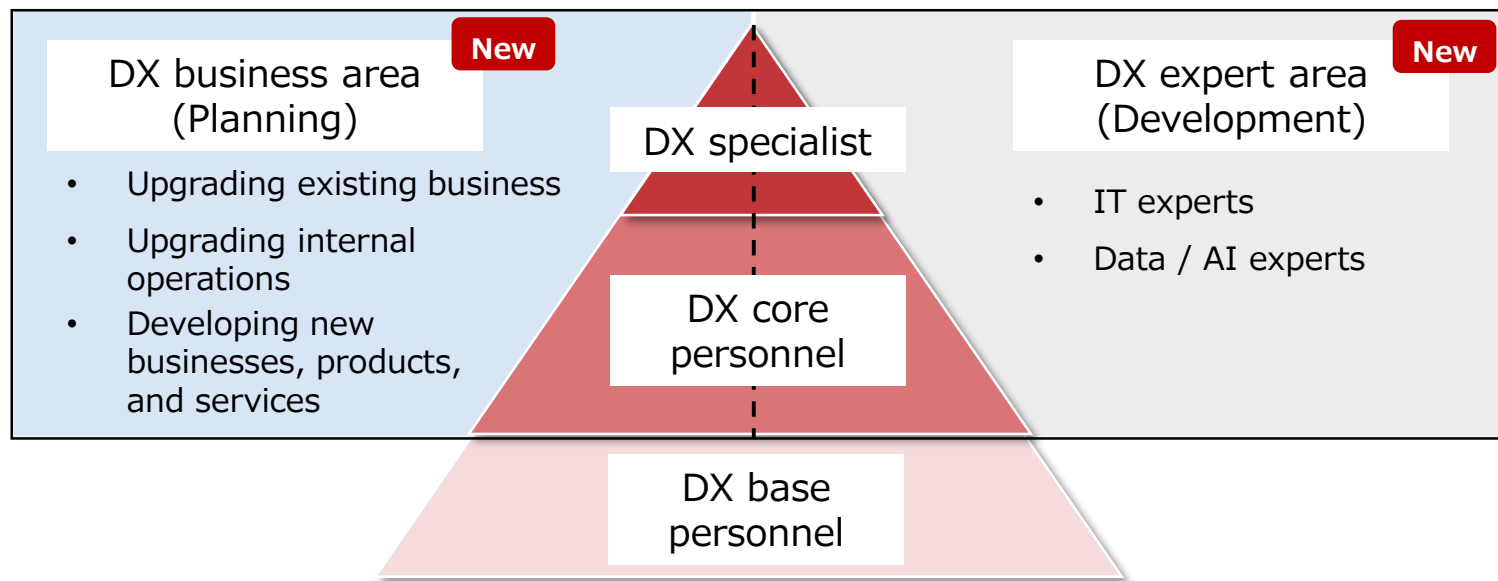
Example of this year's business training program:
Creating a plan to solve business problems digitally

Output the knowledge acquired through classroom lectures and field trips by creating a digitization plan.

Aiming to become an AI-native company by raising the level of AI human resources development through cooperation with EDGE Technology

Securing DX and AI human resources

New DX certification system



Identify two business areas and five fields

Training and human resource acquisition based on areas and fields

- Understand bank employees' DX experience (including student and previous jobs)
- Organize recommended qualifications by field
- Provide various contents
 - AI Job Colle
 - Qualifying courses
 - Holiday college (voluntary training on holidays)

Raising AI literacy levels



AI education courses "AI Job Colle" offered by EDGE Technology

- Courses accredited by the Japan Deep Learning Association
- Courses have been introduced in several municipalities, including the Tokyo Metropolitan Government

required Lecture ①
AI section

-AI Literacy
-Examples of industrial applications

Targeted All approximately 4,000 employees have completed

The **"First Year of AI"** in the Bank Group

optional Lecture ②
Data science section

Data analysis methodology

approximately 100 employees have completed

Become an AI-native corporate group

Raising the level of AI personnel through collaboration



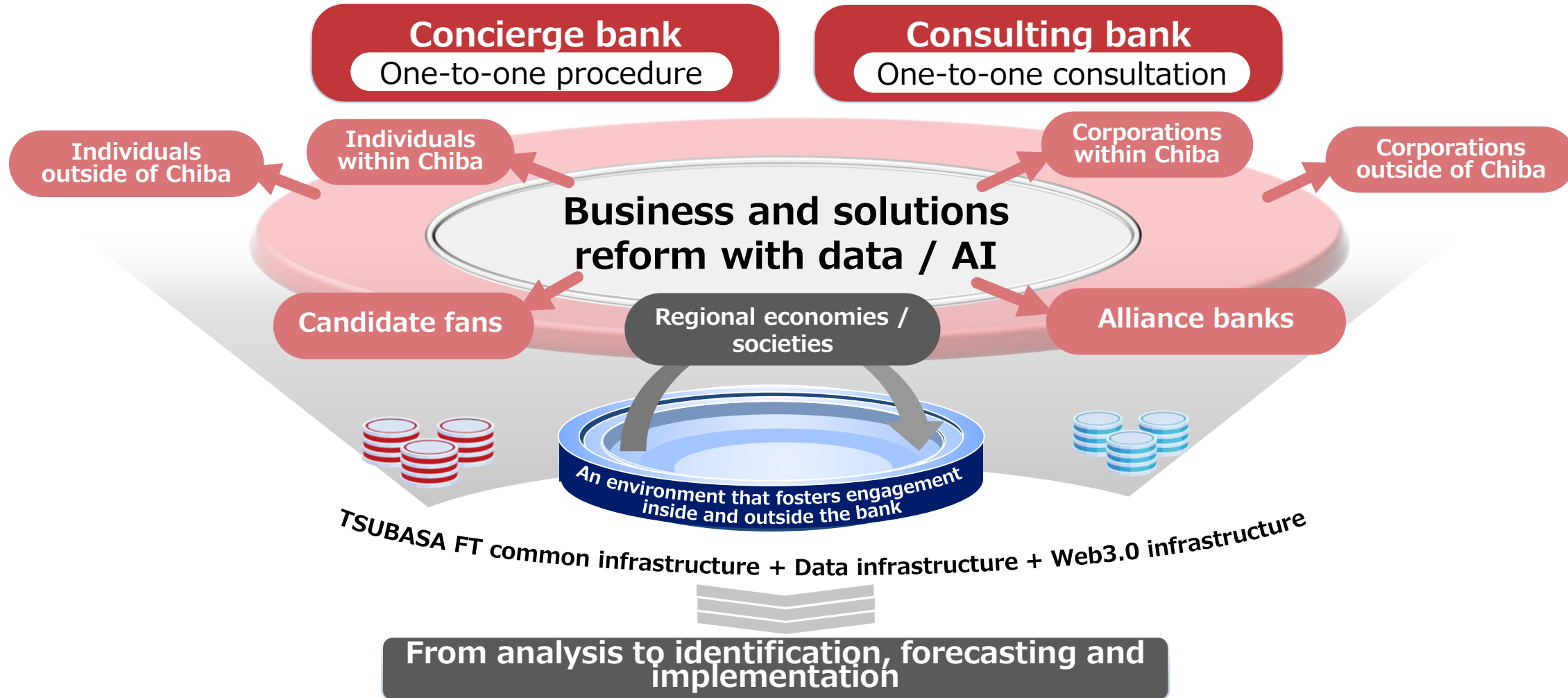
Various collaborations with EDGE Technology

Raising the level of AI know-how through projects

Use of AI to upgrade DX strategy and create a new bank

Chibagin DX 4.0 image

Creation of a new bank



- Advance the customer experience, organizational culture, innovation, and the entire banking ecosystem through the use of AI
- Develop a large number of data and AI natives to advance operations and improve consulting skills

Inquiries related to this presentation should be addressed to:

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