

May 15, 2023

Company Name: The Chiba Bank, Ltd.
Representative: Tsutomu Yonemoto, President
Stock Exchange Listing: Tokyo (code: 8331)

Chiba Bank Announces Launch of Advertising Business

May 15, 2023 - The Chiba Bank, Ltd. (President and CEO: Tsutomu Yonemoto) (“Chiba Bank” or “the Bank”) today announced the launch of its new advertising business with an aim towards achieving the “evolution of the customer-focused business model” as stated in the Bank’s 15th Mid-term Plan, entitled “Engagement Bank Group ~Phase 1~”.

This new business is structured to provide two distinct services, an “advertising medium business” that involve utilizing all of the Bank’s channels, including the Chibagin app, email, and display areas around Chiba Bank branches and ATMs, to advertise for customers throughout the region, and an “advertising consulting business” that seeks to provide effective marketing strategies designed to address business issues related to customer attraction and name recognition.

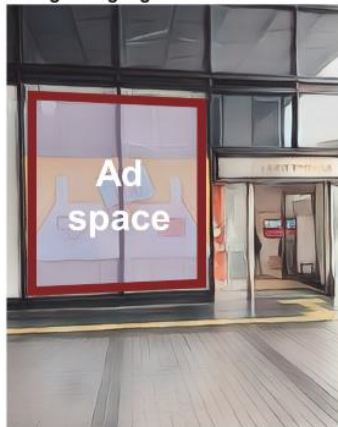
The “advertising medium business” offers advertising space that makes use of Chiba Bank’s regional popularity, including digital signage in front the Bank’s Chiba Ekimae Branch, display space above Bank ATMs, and the “Recommendations” feed within the Chibagin app.

The “advertising consulting business” is designed to support SMEs that wish to launch new advertising business operations, such as internet marketing.

By continuing to take on challenges in new business areas, Chiba Bank strives to deliver never-before-seen value to its customers and contribute to the development of local communities.

[Advertising medium concept image]

▼ Digital signage



▼ Display above ATMs



▼ Chibagin app: “Recommendations” feed



[Advertising business concept image]

