

# The Chiba Bank, Ltd.

**IR Day** 

April 11, 2022

# **Event Summary**

[Company Name] The Chiba Bank, Ltd.

[Event Name] IR Day

[Date] April 11, 2022

[Number of Speakers] 7

Tsutomu Yonemoto President (Representative Director), Group

**Chief Operating Officer** 

Mutsumi Awaji Director and Managing Executive Officer,

Group Chief Digital Transformation Officer,

**Group Chief Human Resources Officer** 

Taro Kanzawa General Manager of Corporate Planning

Division

Kanzawa: We will now begin the IR Day meeting of The Chiba Bank, Ltd.

My name is Taro Kanzawa from the Corporate Planning Division, and I will be your moderator for today's meeting.

Thank you for taking time out of your busy schedules at the beginning of the fiscal year to participate in our IR Day meeting today. We would like to thank you again for your continued understanding and cooperation in our IR activities.

I would like to explain today's schedule. The meeting will consist of three parts. In the first part, Mr. Yonemoto, President, and Ms. Awaji, Managing Executive Officer, Group CDTO, and Group CHRO, will explain the DX strategy. The session, including Q&A, will last approximately 50 minutes.

After a 10-minute break, Mr. Shinozaki, Senior Executive Officer and Group CSO, will give a presentation on sustainability in the second part, which is scheduled to last about 30 minutes, including a Q&A session.

The third part, perhaps the first of its kind at a regional bank, will be a roundtable discussion with the Bank's three outside directors. The total time will be approximately 40 minutes, and the scheduled end time will be around 5:10 PM.

Please also note that we are unable to answer questions regarding the details of the fiscal year's financial results.

Let us begin with the first part, DX Strategy. President Yonemoto will provide a presentation first.

**Yonemoto**: Hello, everyone. This is Tsutomu Yonemoto, President and Group COO. Thank you for taking time out of your busy schedules to join Chiba Bank's IR Day today.

¥4.7 tril.

Mar. 2022

Application of DX Tax

**Incentives**\*

New

\*Second bank after Musashino Bank, among Japanese banks

FY2022

Tax saving

effect: ¥50 mil,

I would like to talk about our DX strategy. Please see page three.

on expenditure in Chiba Prefecture (2018) ¥15.6 tril., excluding ¥3.8 tril. for equipment, is estimated to be ¥11.8 tril., which is consumption expenditure that

40% (Government Targets)

Source: Ministry of Economy, Trade and Industry

2025

First, let me talk about our environmental awareness, et cetera. The spread of the new coronavirus infections has triggered significant changes in the values and behavior of consumers. While the number of customers visiting our branches decreased, the use of the app has been growing significantly, and we expect that the app will become the main source of customer contact in the future.

As shown in the middle graph in the upper row, over 40% of customers who made money transfers via the app were customers to whom no transfers had been made with the Bank in the past, and the app registration was a trigger for cross-selling.

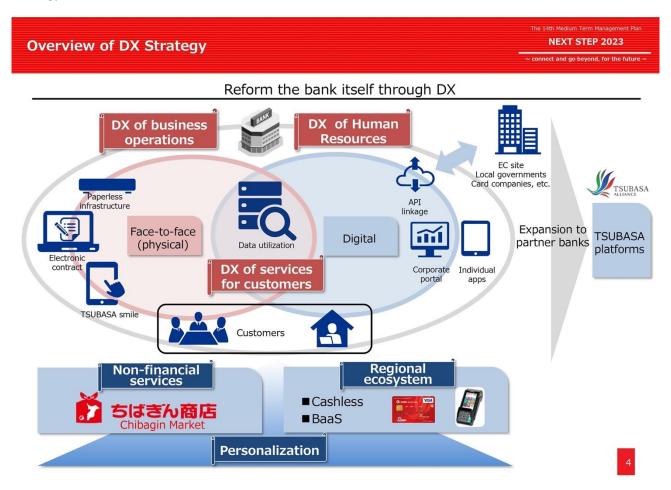
In fact, a comparison of before and after the app enabled transfers to other banks to be made shows that both the number of transfers and fees have increased.

As shown in the upper right corner, digital customers who use the app and other means generate over JPY7,000 more in revenue per customer per year than non-digital customers, far exceeding the JPY1,200 cost of acquiring new app customers per case. This is expected to contribute to the expansion of our earnings.

Regarding consumption transactions, as shown in the graph below left, the ratio of cashless transactions is expected to increase at an accelerating pace and the cashless market in Chiba Prefecture is expected to expand by JPY1.2 trillion, and we believe there are significant business opportunities in the cashless business that we are promoting.

Under this environmental awareness, as shown in the lower right corner, the Bank was certified by the Ministry of Economy, Trade and Industry as a DX Certified Operator in March, and has been recognized for its excellent

efforts in formulating a management vision for DX promotion and developing a framework for realizing the DX strategy.



Please see page four. This is the overview of the DX strategy that the Bank is working on.

Although the overall picture has been revised due to the rapidly changing environment, the fundamental idea of developing the digital banking function of the Bank, with non-face-to-face transactions through DX, remains the same.

Putting DX of services for customers, DX of business operations, and DX of human resources as the pillars of our DX strategy, we will expand the number of transactions that can be done digitally and connect the digital and physical worlds. First, we aim to become a concierge for money by enhancing financial services in the digital field, and then to become a concierge for life by providing non-financial services and services for the local ecosystem.

We will utilize personalized data to step into the customer's needs for goods and services and build a system that enables us to make accurate proposals upstream in the purchasing process. We will try to make customers feel the value of our customer-oriented products and services and enhance the local ecosystem and customer data by increasing the number of transactions with our customers.

We believe that these efforts will lead to top-line growth, cost reductions, and productivity improvements.

By expanding these business models to our partner banks, we will establish the TSUBASA digital platforms.

#### Continue upgrading for "app linked to lifestyles" Provide "best app" to all customers $\sim$ App connected to customers' lifestyles and used always $\sim$ **Moonshot Goal** Number of digital customers Making app for and Chibagin App registrants, Enhancement App linked to App penetration rate familiar financial of financial lifestyles services services 14.1% 1.500 · Debit card linkage Google Pay. Inquiry of balance and 10.6% Apple Pay collaboration 7.0% transaction statement · Card loans Offer API collaboration with other Transfer Number of Inquiry of details of 862 (Thou.) 782 companies digital Deposits and cancellations investment trusts 687 customers of Time deposits Applications for Housing Link to regional trading 586 company Barcode Payment loans, unsecured consumer loan Reservation for branch Loan repayment schedule 202 From April 2022 ■ From April 2022 ■FY2023 1H 2020/9 2021/3 2021/9 2022/2 Future Planning · Point Inquiry My Number collaboration Time deposit account open · Local tax uniform QR Code ■ February 2023 **Expansion to TSUBASA Banks** ■FY2023 1H Utilize automobile tax investment trust open Acceptance of HR from Procedures payment for apps promotio accounts and transactions application introduction banks eKYC App Loan Notification 4 banks ⇒ Developed by the

I will continue with an explanation of the progress of the Moonshot Goal being pursued in the current Medium-Term Management Plan. Please see page five.

Becoming a core channel as a hub for all

lifestyle-related services

· Cross-industry collaboration

(Child-raising, nursing care, tax payment, etc.)

· Local government

collaboration services

今年から自動車税も

Back page advertisement

for automobile tax payment (Chiba Prefecture: Sent to

nd 1.8 mil. in May

Automatic

remittance

Advanced repayment

of housing loans

Open

acco

-unt

nsideration

entire TSUBASA

Reduction

development costs

Approximately 50%

Introd

-uction

■ Musashino

■ Chugoku

■ Gunma ■ Ryukyu New

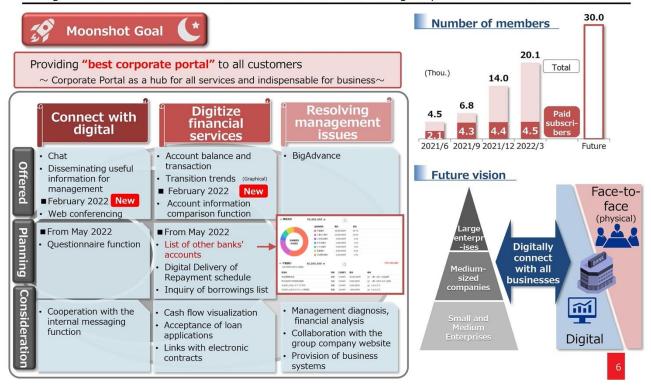
As of the end of March, the number of app registrants exceeded 500,000 people. We continue upgrading the app with the aim of providing the best app to customers. We are on track to include the financial services that are familiar to our customers in the app.

We will continue to add more functions to the app with the aim of enhancing financial services and connecting it with people's lives. In addition to the regional trading company function and cashless services offered by the Bank, we will develop the app to become a hub for all lifestyle-related services through cross-industry collaboration with businesses in medical treatment, education, and retail, as well as cooperation with local governments.

Moreover, four TSUBASA banks have already introduced the Chibagin app platform, and the entire TSUBASA Alliance group is developing the platform by accepting personnel from the banks that have introduced the platform or plan to do so in the future.

In addition, the joint development has reduced development costs by approximately 50%, and the strengthened system has also led to faster addition of new functions and improvements.

Digital channel that will serve as a hub for all services linking corporate customers and the Bank



Please see page six.

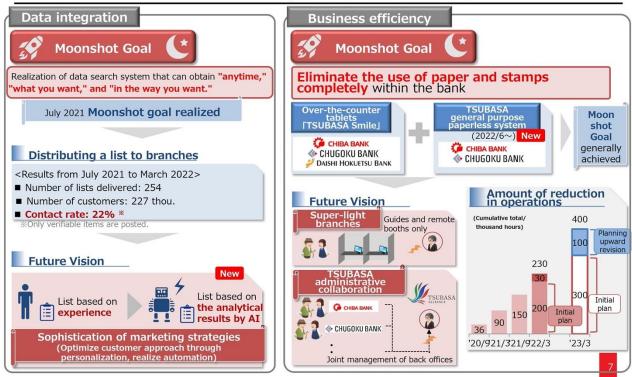
With the goal of providing the best corporate portal, we launched Chibagin Business Portal in April last year, and the number of subscribers has been steadily increasing.

In addition to the chat function and other functions that were available at the beginning, we added web conferencing and account information comparison functions in February. In May, we will add new functions, such as displaying the list of accounts at other banks, to enhance customer convenience.

In the future, we aim to connect the portal with all businesses and make it become a digital channel that serves as a hub for all services.







Please see page seven.

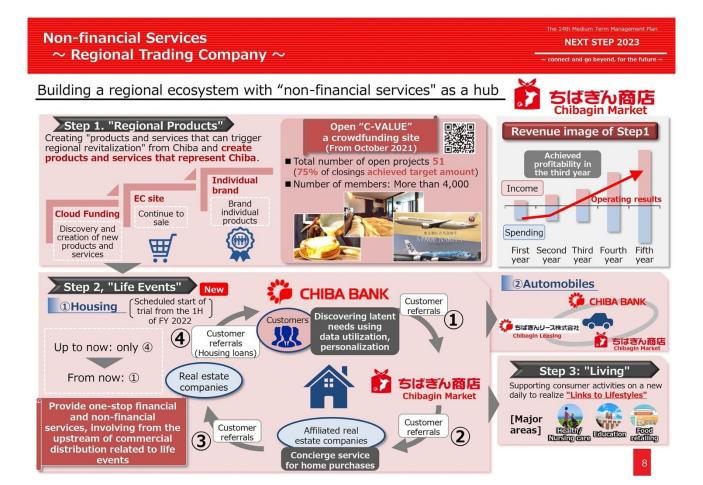
With regard to data integration, last July we introduced a data search system that can obtain "anytime," "what you want," and "in the way you want," and we have achieved the moonshot goal.

As a result of distributing a list to branches, the revenue effect has exceeded JPY100 million. In the future, we will distribute a list based on AI analysis, which will lead to more sophisticated marketing strategies and more efficient sales activities.

With regard to operational efficiency, which is explained on the right side of the page, the TSUBASA generalpurpose paperless system, which will be introduced in June, is expected to largely achieve the goal of eliminating the use of paper and seals within the Bank.

We will proceed with integrating the stamp of approval business at the head office. In the future, we will consider the transition to super-light branches with only information desks and remote booths, as well as the joint operation of back-office functions among the TSUBASA partner banks.

In addition, the amount of business reductions is progressing at a faster pace than originally planned due to increased efficiency, and the personnel generated by these reductions will be reallocated to the sales and planning departments to expand the Bank's top-line performance.

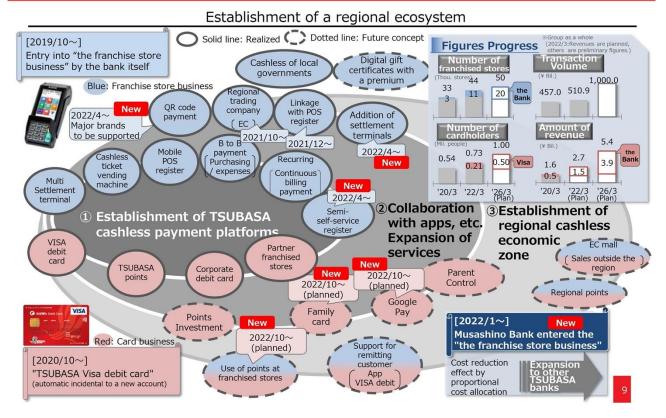


Please see page eight. I will now explain our separate measures.

First, Chibagin Market, a regional trading company, opened a crowdfunding site and an e-commerce site last year to sell regional products, which represent Step One of our non-financial services. We have steadily been achieving results, with a cumulative total of 51 projects released in six months.

In addition, we are currently preparing for the formation of commercial distribution related to Step Two, Life Events, and we plan to start a trial related to housing during H1 of the current fiscal year.

Specifically, the Bank will utilize its data and other resources to identify latent customer needs and establish a one-stop system to provide financial and non-financial services from the stage where a customer considers buying a home to that of taking out a mortgage. In the future, we will go even further beyond the banking needs to the needs of goods and services to connect with people's lives.



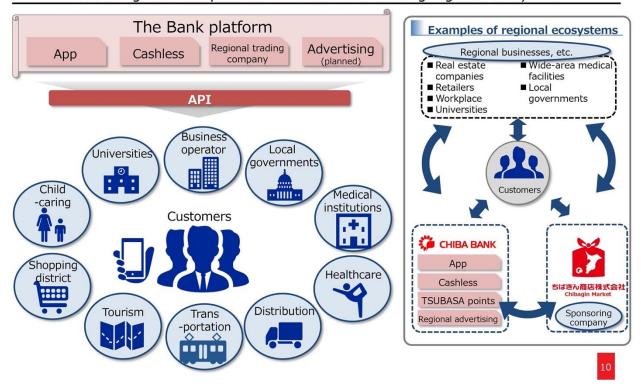
Please turn to page nine.

In the cashless business, although the transaction volume and revenue amount have lagged behind the initial plans due to the impact of COVID-19, the number of franchised stores and that of cardholders, which form the foundation of the business, have steadily increased, and are expected to make a significant contribution to the Group's income in the future.

In addition, Musashino Bank joined the franchise store business in January, so a cost reduction by proportional allocation of expenses is expected. We aim to establish a platform of the cashless business by expanding into other TSUBASA partner banks.

We will continue to expand its functions to enhance convenience, increase the numbers of franchised stores and cardholders, and build a cashless economic zone in the region.

# Providing the Bank platform as "BaaS" and building regional ecosystem



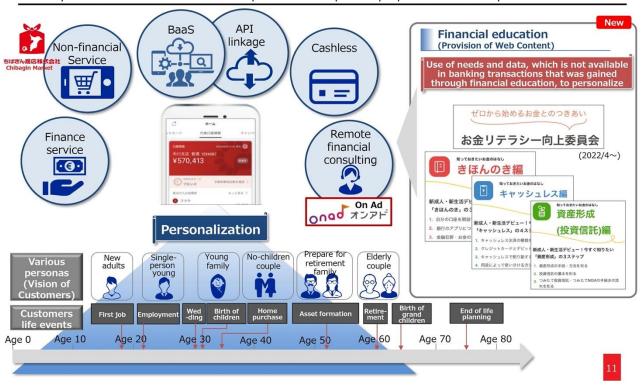
Please see page 10.

The Bank has already built a platform for the app and cashless services, and, by offering the platform as BaaS, we will consider forming a regional ecosystem within our region.

Specifically, by way of API, the Bank will provide major local business operators, universities, and other institutions with the functions provided by the Bank's financial and non-financial platforms, such as finance-related services and lifestyle-related services, and they will provide those functions to their respective customers, with the aim of creating a mechanism to circulate money within the regional economic zone.



Identify latent needs based on data analysis and make precise proposals tailored to persona and life events



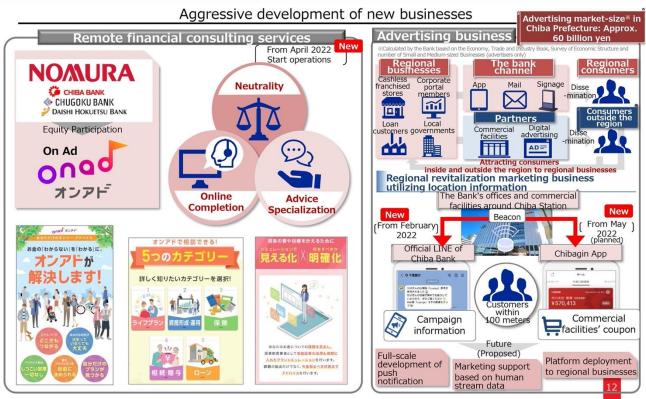
#### Please turn to page 11.

Personalization is important to establish a one-stop system for financial and non-financial services by standing upstream the commercial flow of life events, or in other words, upstream the purchasing process, which is built in Step Two of the regional trading company.

We will use integrated data to identify latent needs, envision life events tailored to personas, and make appropriate proposals at the right time to enter the customer journey. Since the app is at the heart of these services, increasing the number of app registrants is an important strategy for the Bank.

In addition, as we begin offering financial education services through our website and app this month, the needs and data obtained from these services will also be incorporated into our service offerings.





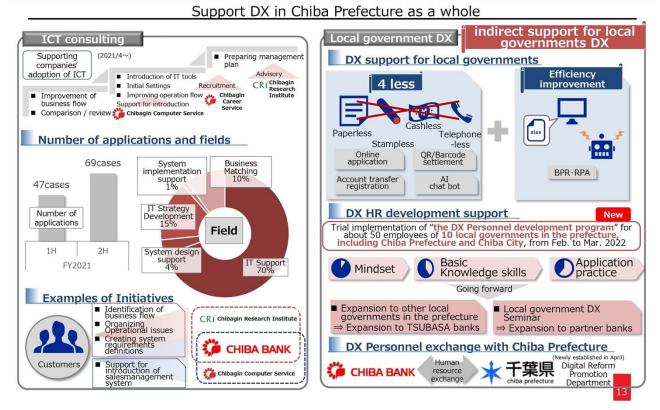
#### Please see page 12.

In April, we established On Ad, a remote financial consulting service company, jointly with Nomura Securities and other TSUBASA partner banks. On Ad, which features neutrality, online completion, and specialization in advice, aims to be profitable in the fourth year.

In February, we also started marketing for the advertising business, and are currently testing the effectiveness of location-based push notification and digital advertising.

The Bank aims to expand its business in the future through the full-scale development of push notification and platform expansion to local business operators.

We see deregulation as a business opportunity and will continue to take on the challenge of creating a variety of new services.



Please see page 13. I will explain the system to support DX throughout Chiba Prefecture.

Since April last year, we have provided the ICT consulting service to support ICT for corporate clients, and the number of applications received during the past year exceeded 100. We are steadily accumulating expertise through an increasing number of initiatives that serve as good examples, such as the design of core systems and support for web promotions. In the future, we will expand into comprehensive advisory services, such as recruitment of system personnel and preparing management plans.

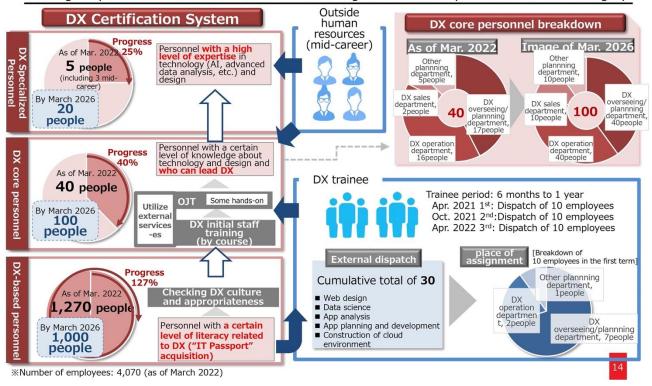
We have also been actively providing DX support to local governments, and from February to March, we conducted a trial of a DX personnel development program for 10 local governments in the prefecture.

We will extend this DX personnel development support to other local governments in the prefecture and TSUBASA partner banks to provide support for DX promotion by local governments. Since April, we have exchanged personnel with Chiba Prefecture's DX department and will promote various initiatives with the prefecture and Chiba City.

That's all for my explanation.

Next, Ms. Awaji will give an explanation on DX personnel. Ms. Awaji has been in charge of human resources of our group as CHRO since June last year and has also been in charge of DX as CDTO since April this year.

Dividing DX personnel into three levels and establishing certification requirements for each category



Awaji: This is Mutsumi Awaji. I am in charge of personnel and DX for our Group, as CHRO and CDTO.

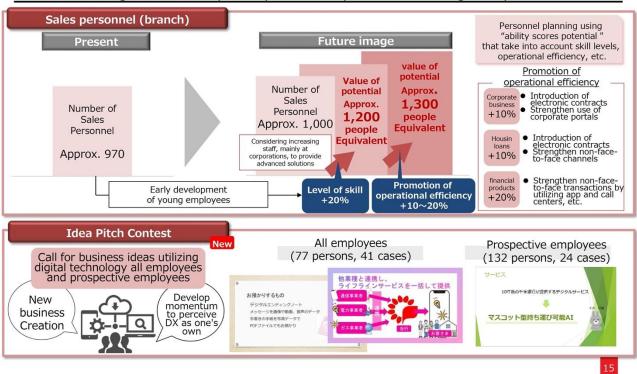
I would like to explain the details of our DX personnel. Please see page 14.

The Bank has a policy of procuring in-house personnel specializing in DX measures, including app development, and introduced a DX certification system last October in order to systematically train personnel who will be responsible for promoting DX in the future.

As a result of positioning DX-based personnel as those who acquired the IT Passport and encouraging employees to become the personnel, we were able to achieve our goal of having 1,000 such employees in 6 months. We have dispatched these employees with a certain level of DX literacy as DX trainees to external institutions as base personnel, and after completing the training, we expect them to become core DX personnel who can promote the Bank's DX activities.

We are engaged in a proactive and aggressive personnel management program that provides our employees with recurrent and reskilling training to acquire new business knowledge, and at the same time, we hire outside human resources, mid-career, with expertise and business experience in specialized areas and integrate them within the Bank.

Aiming to build an optimal portfolio of personnel utilizing ability scores



Please see page 15. I will explain the sales personnel plan for branches.

The Bank is considering the use of the concept of ability scores, for which we take into account skill levels and operational efficiency, in assigning personnel.

In the future, we plan to increase about 30 sales representatives through personnel reallocation based on work volume reductions due to efficiency improvements. We also envision a workforce plan in which the value of potential workforce is equivalent to 1,300 employees through the improvement of the skill levels of employees and the enhancement of operational efficiency through the progress of digitization. We hope that this will lead to an increase in net business income per employee and top-line growth.

In addition, we implemented an Idea Pitch Contest last year to call on all employees and all prospective employees to provide business ideas utilizing digital technology.

We will further strengthen our DX strategy by linking these efforts to the development of an atmosphere for employees to view DX as their own personal matter and the creation of new businesses.

That's all for my explanation. Thank you for listening.

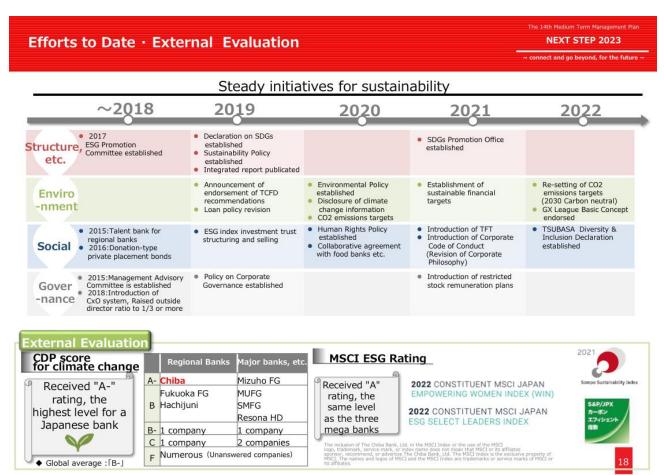
Kanzawa: We will now begin the second session.

In the second session, Mr. Shinozaki, Senior Executive Officer, and Group CSO, will explain about sustainability. The session will last approximately 30 minutes, including Q&A.

Now, Mr. Shinozaki will give a presentation.

Shinozaki: Hello, my name is Tadayoshi Shinozaki.

The Bank's sustainability is an important initiative for us, as we aim for sustainable growth together with the local community, and we are currently working on ESG issues to achieve the Chiba Bank's SDGs Declaration.

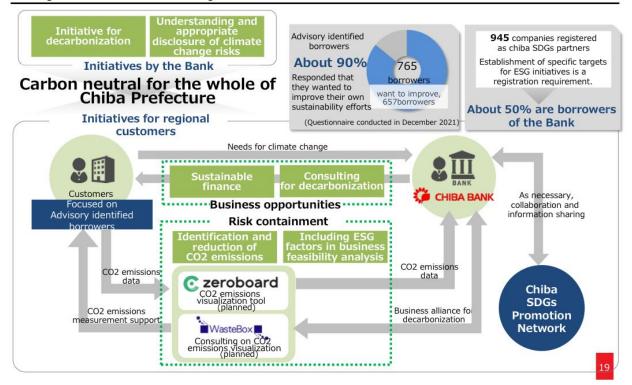


Now, please see page 18. We would like to report the flow of our activities to date.

In 2017, we established the ESG Promotion Committee, chaired by the President, to discuss this issue and other Group-wide sustainability initiatives, and we are in the process of strengthening our initiatives.

In December last year, CDP, a UK-based environmental impact information organization, gave our climate change initiatives an A- climate change score, the highest among Japanese banks, and we have received high external recognition. We will continue to strive to improve the quality of our products and services.

Promoting efforts for the Bank and regional customers to achieve carbon neutral for Chiba Prefecture as a whole

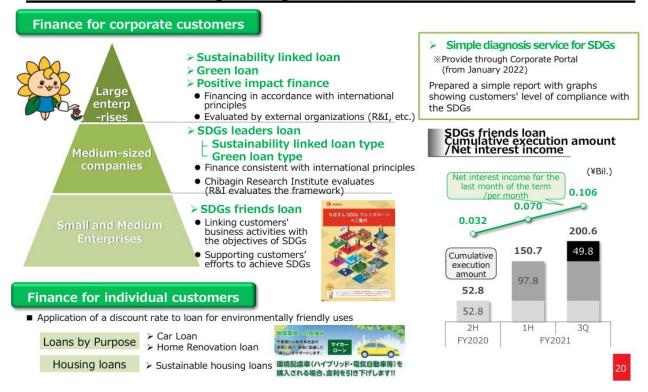


Please turn to page 19.

We recognize that our efforts toward decarbonization are an important issue, and we are working to first decarbonize our own operations and to understand and disclose appropriate information on climate change risks. At the same time, to meet the climate change needs of our customers, we will provide financing, consulting, and other solutions to help them reduce their CO2 emissions and decarbonize their businesses.

We conducted a survey to our major customers called advisory identified borrowers, and 90% of them are interested in improving their own sustainability initiatives, including decarbonization. We recognize this as a new business opportunity to which we hope to provide active support. We are also working to achieve carbon neutrality in the prefecture through regional cooperation. This is being done in collaboration with the Chiba SDGs Promotion Network, which was launched in January with members including Chiba Prefecture, three regional banks in Chiba, and economic organizations.

### Providing financing solutions tailored to customers



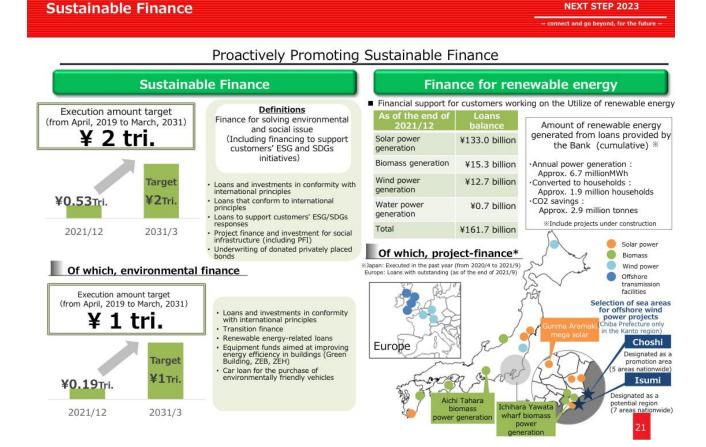
Please continue to page 20. This is the area of finance solutions.

This is in line with our desire to offer products tailored to the size and situation of our customers.

Sustainability linked loan, conforming to international principles, is for large companies, and SDG Leaders loan, conforming to international principles, is for medium-sized companies.

In addition, the SDG Friends loan for small- and medium-sized enterprises has already been in operation for one year and three months, and the cumulative amount of loans disbursed has exceeded JPY200 billion.

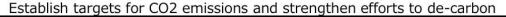
We also offer loans to individual customers for specific purposes with preferential interest rates for environmentally-friendly initiatives.

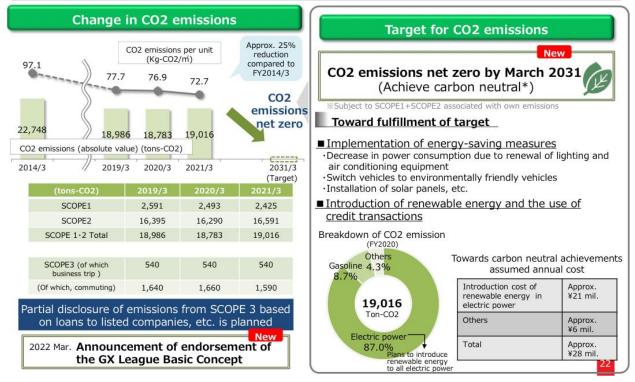


#### Please turn to page 21.

To realize a decarbonized society, we have set a target of JPY2 trillion in sustainable finance by March 2031, including JPY1 trillion in environment-related finance. In the field of environmental finance, we are actively involved not only in Chiba Prefecture, but also in a wide range of areas throughout Japan and overseas.

The amount of renewable energy generated by the Bank's loans is equivalent to the electricity demand of approximately 1.9 million households, of which 540,000 are in Chiba Prefecture alone, accounting for 20% of the total 2.8 million households in the prefecture.

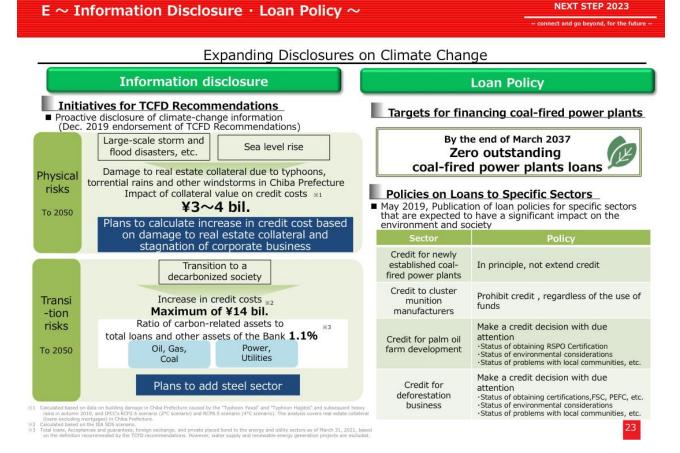




Next, please see page 22.

As announced in March, we have revised our CO2 emission reduction targets and hope to achieve carbon neutrality by March 2031. We are now promoting various energy-saving measures to achieve this goal, such as updating facilities with low environmental impact, one by one, considering what we can do.

In addition, we are in the process of gradually introducing renewable energy to all buildings for electricity, which accounts for about 85% of the Bank's CO2 emissions.



#### Please turn to page 23.

In response to the TCFD recommendations, we have been conducting scenario analysis for physical and transition risks since last year. We have confirmed that the total impact on credit-related expenses is approximately JPY18 billion, which is not at a level that would have a significant impact on the Bank's operations.

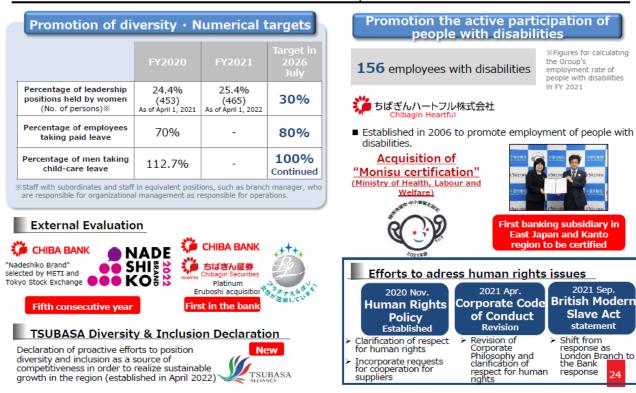
This estimate is still in the early stages of development. In conjunction with the publication of this year's integrated report, we will disclose the amount of impact from business stagnation in terms of physical risk, and the amount of impact from transition risk with steel as a newly added sector. Our policy is to subsequently proceed with measurements of the amount of impact on a wide scale.

We have also set a goal of reducing the balance of loans for coal-fired power generation to zero by March 2037, and we will continue to ensure that our financing efforts are in line with this policy.

The 14th Medium Term Management Pla NEXT STEP 2023

~ connect and go beyond, for the future ~

## Utilization of diverse personnel



## Please turn to page 24.

From the perspective of diversity, we are leading the industry in promoting the advancement of women. Together with Chiba Bank, the Group's activities have earned a strong reputation from external organizations, such as becoming the first bank to acquire the Platinum Eruboshi.

In terms of employment of people with disabilities, including those employed by Chibagin Heartful, a special subsidiary established in 2006, the entire Group employs a total of about 160 people with disabilities, and we are promoting the utilization of not only of women, but also of diverse human resources.

We are also strengthening our efforts to address human rights issues. The Chiba Bank Group Human Rights Policy, established in 2020, reiterates the Group's commitment to respect human rights, and calls on customers and suppliers to respect human rights and not to infringe on them.

Supporting customers in the COVID-19 pandemic and contributing to regional communities



Next, please see page 25.

As for our response to COVID-19, we are taking serious steps to maintain our financial functions and support our customers through the smooth supply of funds, fully aware of the role required of regional financial institutions.

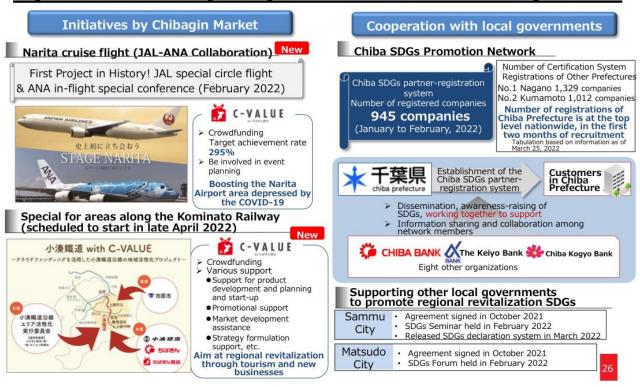
In addition to donations to medical institutions on the front lines, the Bank's Inage Training Center itself has been provided as a temporary medical facility and lodging and is still being used effectively.

In addition, the cumulative amount of donations through donation-type private placement bonds, which we began handling in 2016, has exceeded JPY100 million.

In April, we expanded our menu to include environmentally-friendly and project support-type donations, such as cooperation in crowdfunding for projects operated by Chibagin Market, so that customers can choose the recipients of their donations and gifts.



Regional revitalization through Chibagin Market and collaboration with local governments



Next is page 26.

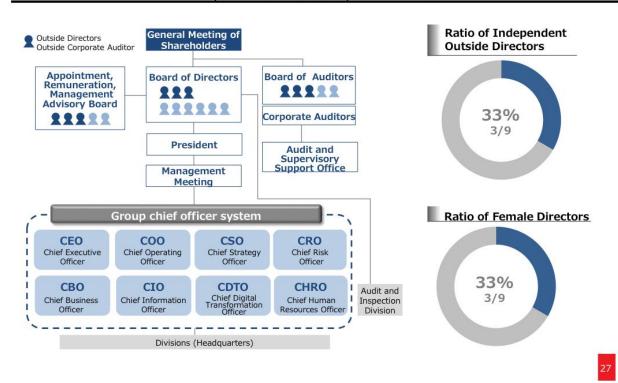
C-VALUE, the crowdfunding site operated by Chibagin Market, is a site that offers products and services that originate in Chiba and that promote the charms of Chiba that have yet to be discovered. We have been involved from the planning stage in such distinctive projects as a scenic flight from Narita and a special feature on the areas along the Kominato Railway line, and we are strengthening our efforts to contribute to regional revitalization.

We are also strengthening our partnerships with local governments. By utilizing the Chiba SDGs Promotion Network, we will contribute to promotional and educational activities for the SDGs. By further strengthening our support for SDGs initiatives, we aim to contribute to the sustainable development of local communities.

The number of companies registered under the Chiba SDGs Partner Registration System is approximately 1,000, ranking third among all prefectures in Japan. Within two months of its launch, the number of registrations has reached one of the top levels nationwide.



### Sophistication of Group Governance



Next, please see page 27. This is the page on governance.

More than one-third of the members of the Board of Directors and a majority of the members of the Board of Auditors and the Appointment, Remuneration, Management Advisory Board comprise of outside directors. We will continue to make every effort to further upgrade our governance system, including that of our group companies in order to fulfill our management oversight function.

In June 2021, Awaji, who participated in the first part of the meeting, became the first woman to be nominated a female Director from among our employees, bringing the ratio of female directors to one-third.

We intend to transform ourselves into a new financial group by building a solid management foundation that will support the creation of new businesses by responding with speed to changes in the environment surrounding our group.

Thank you.