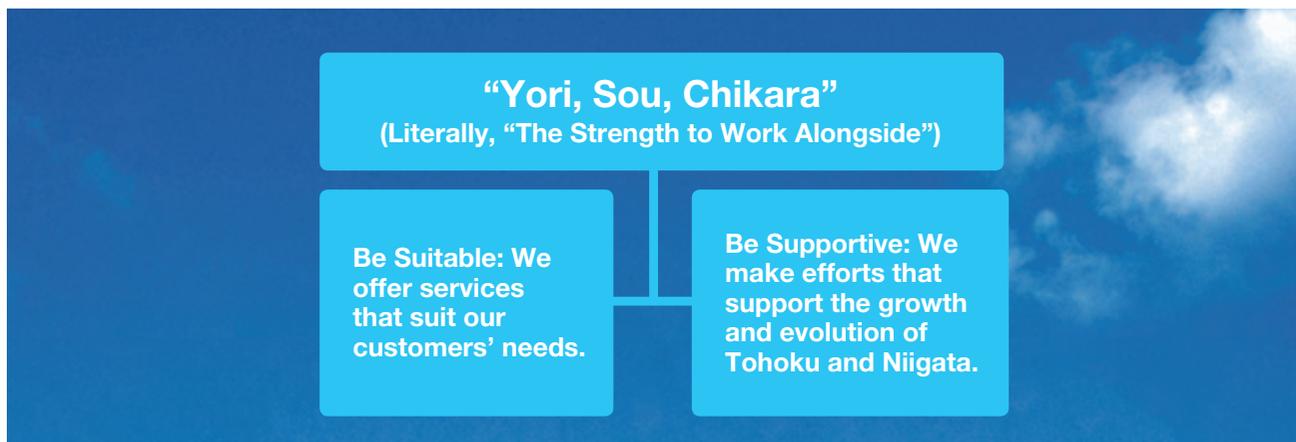


Corporate Slogan



In October 2015, we announced our corporate slogan, which shows our commitment to meeting the needs of customers and local residents in order to continue growing and evolving with local communities.

This slogan encapsulates the two principles we follow: “Offer services that suit each customer’s different needs” (“Be Suitable”) and “Continue efforts to support local communities, with the determination we have maintained since our establishment” (“Be Supportive”).

Under our corporate slogan “Yori, Sou, Chikara” (literally, “The Strength to Work Alongside”) each of our employees thoroughly considers what is best for our customers and local communities and takes action to meet customers’ and local communities’ needs.

Action 1	Action 2	Action 3
We offer services that suit our customers’ needs. (“Be Suitable”)	We make efforts that support the growth and evolution of Tohoku and Niigata. (“Be Supportive”)	We develop talent and organization to boost our “power” to make active proposals.

In order to promote “Yori, Sou, Chikara,” we are creating organizations and educating employees by having them experience various activities so that they can act from a customer’s perspective.

Brand seminars for management

Management personnel are taking the initiative to promote “Yori, Sou, Chikara” activities. We hold brand seminars, in which our company’s executives, managers from various departments, and General Managers of branch offices and the Tokyo office participate. After hearing lectures about the role of executive management in brand promotion, they discuss the issues and exchange opinions.



“Yori, Sou, Chikara” promotion supporters

At our company, we have placed supporters of our “Yori, Sou, Chikara” promotion at each workplace. The promotion supporters hold regular discussions at various meetings. They seriously consider what they can do for our customers and local places at these meetings, and work with our employees to actively support our customers and their communities.

